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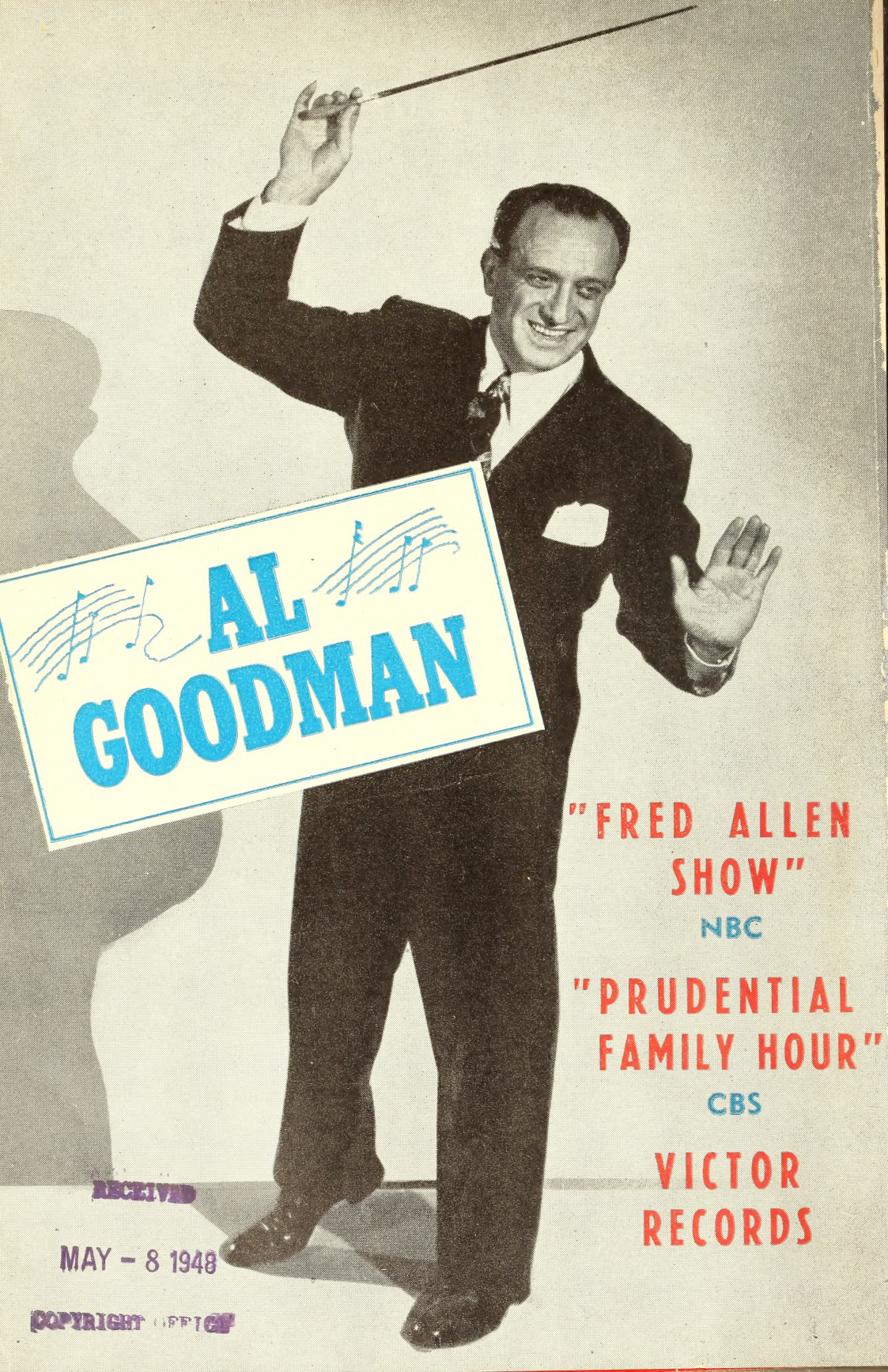

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RADIO DAILY

PRESENTS

THE 1948 RADIO ANNUAL

Edited by

JACK ALICOATE

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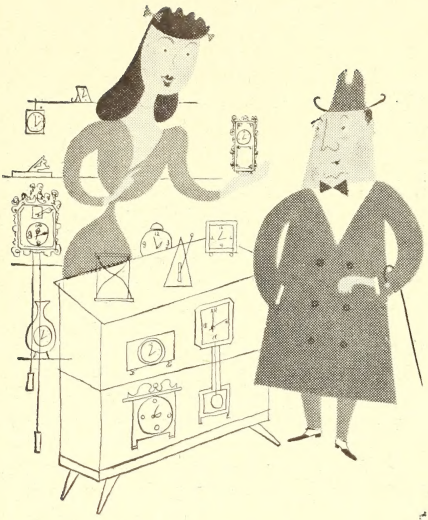

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PREVIEW OF 1948

RADIO is again on the march. No force in the world can match its dramatic progress during the past twelve months. January 1st saw the authorization of some two thousand AM stations. Half that many authorized FM outlets. This may be overdoing it. Time will tell. Television has moved into the picture and is destined to change the entertainment complexion of the face of the Universe. A mighty revolution is in progress over the air waves. From this the great listening audience is bound to profit. What about the Broadcaster? The strong, the progressive, the alert, will survive. The timid, the reactionary, as usual, will probably find rough going.

* * *

CONSTRUCTIVE highlights of the past year include a larger and more powerful National Association of Broadcasters under the dynamic leadership of Judge Justin Miller, a reasoning and more cooperative spirit between labor and management, a satisfactory volume of sponsor revenue and a steady climb in the number of sets in use. It is not unlikely that seventy million radio sets blanket the Nation as this is being written. With the addition of hundreds of new independent stations the Transcription industry has definitely come into its own. It is now an important team in the Radio Major League.

* * *

THE twelve hundred pages that follow represent not only the year round effort of a staff of Radio Annual editors but the intimate and enthusiastic cooperation of key men and executives from every facet of Radio and Television. Radio Annual is constantly in preparation. As the ink drys on this volume the 1949 edition will be in work. If, during the year new data, statistics or information becomes available it is yours by calling Information Department of Radio Daily. We are as close as your telephone. And now, with enthusiastic appreciation the editor respectfully dedicates this Volume to all, from far and wide,
who have helped JACK ALICOATE
in its preparation. Editor.

FOR THE BEST IN NEWS . . .

FOR THE GREATEST IN PRESTIGE . . .

AP

FOR:

AM-FM-TELEVISION

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

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MURRY LAZAR, Prof. Mgr.

MARTIN BLOCK STUDIO
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Represented by
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MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

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Month in, month out since 1933 WHAS spots have been used to sell BEECH-NUT CHEWING GUM.

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WINS
50KW New York

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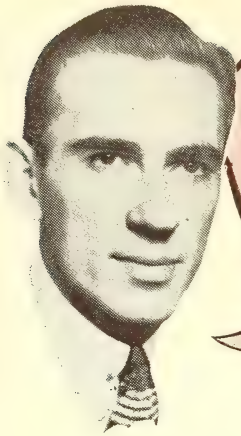

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IF YOU WISH FURTHER INFORMATION, WRITE, WIRE OR PHONE COLLECT, or if you wish, we will have one of our representatives call on you personally.

WORLD PHOTO NEWS SERVICE CORPORATION

354 FOURTH AVE. NEW YORK 10, N. Y. MUrray Hill 9-5347

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THE GREATEST SHOW ON EARTH

1948—YEAR OF GREAT PROMISE

EXPANSION FORECAST FOR ALL SERVICES

By WAYNE COY
Chairman
Federal Communications Commission

IF the volume of work handled by the Federal Communications Commission in 1947 is any yardstick, the new year will see radio continue its unprecedented expansion on all fronts.

As far as broadcasting is concerned, frequency modulation is setting an unabated pace. More than a thousand FM stations are now licensed or authorized. Of this number, nearly 400 are on the air and are being added to almost daily. The coming year should bring this high-fidelity and static-free service to more than 500 metropolitan and adjacent rural areas throughout the Nation.

Standard (AM) stations have topped 1,500, with nearly 500 others under construction. It is significant that most of the new stations are in small communities, many without previous local broadcast service.

•

Television licenses and authorizations are nearing their first 100 goal. The more than 70 television stations which have already been given the green light propose to serve over 50 cities in some 30 states. An uncertainty in that industry was removed last March when the Commission decided that color television requires further experimentation before being given commercial status.

Facsimile broadcasting is destined for commercial operation as soon as the industry resolves some difference of opinion on technical problems. This will permit the drafting of engineering standards and rules and regulations to cover regular service.

The advantages of FM transmission have given an impetus to non-commercial educational broadcasting. Two score of these stations are built or under way.

Thirty-seven international broadcast stations continue to beam their programs overseas under State Department auspices.

•

To facilitate these broadcast services, approximately 700 miscellaneous radio stations are in operation. These include experimental, remote pick-up and studio-transmitter links.

The broadcast industry is so busy with its own affairs that it may fail to appreciate the equally important advances being made by radio in other fields. Yet these developments are an important part of this era of communication progress. Many affect broadcasting either directly or indirectly.

It may surprise some to realize that about 115,000 non-broadcast stations are now authorized, not including many thousands of mobile transmitters. Amateur stations have increased to 75,000. Some 40,000 other stations are devoted to the protection of life and property—such as aeronautical, marine, police, fire, forestry, railroad, utility, etc. These, too, are undergoing phenomenal expansion.

•

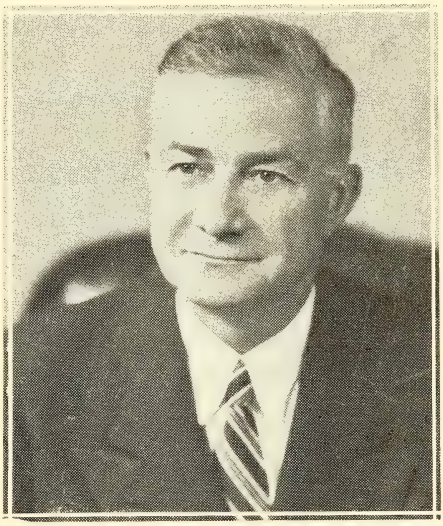
On the basis of the record of the year just closed, 1948 holds great promise for the radio industry—in all its ramifications.

For Complete FCC Personnel Please Turn to Page 231

GUY LOMBARDO

YEAR OF GREAT EXPECTATIONS

PROGRESS OF CODE HIGHLIGHTS REPORT



By JUSTIN MILLER,
President
National Association of Broadcasters

NINETEEN forty-eight is a year of great expectations for broadcasting, because the pattern of past years is encouraging.

Looking back over the year just ending, the NAB finds, among others, one outstanding sign of progress. During 1947, the long awaited Standards of Practice for American broadcasters began to take shape and to move toward a final reality. Not yet completed, because a document so important and so varied in content needs intensive study and careful drafting, nevertheless, the process of preparation and adoption of Standards is well on its way.

•

The proposed Standards of Practice have been debated, reviewed, and again referred for further study and revision. They will be revised again when the NAB Board of Directors meets in February. They will be returned once again to the membership for approval or suggestions, in order, thus, to pursue the most democratic procedure possible.

Considering the many years it has taken other professions to produce such Standards, progress to date is heartening. It is a symbol of a growing sense of responsibility on the part of the broadcasting industry.

•

In a closely related field, a possibly historic test may arise at the beginning of 1948, when the Federal Communications Commission comes to review the "Mayflower" decision. Some broadcasters, like some newspaper and magazine publishers, may not want actively to exercise the right to editorialize. But, like all Americans who value their Constitutional freedoms of speech and press, as safeguards of other basic liberties, broadcasters cannot passively accept so flagrant an abridgment of their rights.

•

In other fields, much remains to be done in 1948. New radio legislation will probably come before the Congress. Much of the expected progress in legislative fields went unachieved in 1947. Our decision, early in the year, to stand upon the firm ground of the Constitution's First Amendment when encroachment threatened in Congressional hearings represented real progress. The unity we achieved then will be carried over intact into 1948.

For Complete NAB Section and Personnel Please Turn to Page 237

EVERY SUNDAY ON NBC

with

MARY LIVINGSTONE
PHIL HARRIS
ROCHESTER
DENNIS DAY
and DON WILSON

writers

SAM PERRIN
MILT JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY

producer

HILLIARD MARKS

agency

FOOTE, CONE AND BELDING

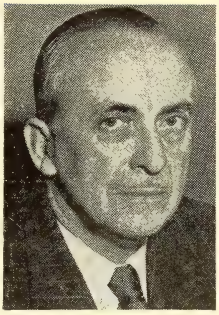
sponsor

LUCKY STRIKE CIGARETTES

JACK BENNY

THE CODE TOPS 1948 AGENDA

By FRANK BURKE, *Editor, RADIO DAILY*



Burke

THE Code — more formally referred to as the proposed Standards of Practice —was No. 1 on the industry's agenda as 1948 loomed on the horizon.

Presented by NAB's special committee on Standards and Practice, adopted by the organization's board in convention last September at Atlantic City, the Code ran into rough going when a committee of independent broadcasters challenged the right to its adoption without consultation with their group.

Committees were appointed, including leaders among the independents, to meet with NAB officials in Washington. Meetings were held and grievances were given a thorough airing. After due deliberations it was recommended that the Code be turned over to the NAB board for further refinements at the February meeting and then submitted to the membership for final adoption at the May, 1948, convention of NAB at Los Angeles.

The section of the Code which has been the center of most criticism is that which covers "Time Limitations on Commercials." Specifically this section said: "The maximum commercial time, including station breaks, allowable in any 15 minutes of broadcast time, regardless of type of program, or sponsorship, or how such 15-minute segment is divided into program units or announcements, should not exceed three minutes."

This section was the verbal bombshell that set off the criticism of independent stations whose life blood is participation programs, disc jockeys, musical clocks and shopping guides. These programs, according to later revisions of the Code on "time limitations," were allowed additional time for commercial participation of sponsors.

On the business side 1948 shapes up as a challenging year for those who guide the destiny of both network and independent station operations. With nearly 2,000 AM stations on the air or authorized and prospects of 1,000 FM stations being in operation by the end of 1948, the broadcasting industry presents a highly competitive picture with emphasis on local sales.

It has been estimated that broadcast advertising in 1947 totalled $356,690,000, a new high in radio time sales. This is an increase of 7.9 per cent over 1946, and prospects are that the gross will go still higher by the end of 1948.

In governmental circles the most important development of 1947 was the resignation of Charles R. Denny, chairman of the FCC to become vice-president and general counsel of NBC. Denny's decision was made during the NAB convention in Atlantic City and took effect in December when President Truman sent the name of Wayne Coy, general manager of WINX, Washington, to the Senate as successor to Chairman Denny. Coy was confirmed, without opposition in January, and became chairman of the commission.

Television and FM holds great promise for expansion as 1948 gets underway. Already 19 television stations are operating in the United States and a well-established network carries programs to five cities on the East coast. By the end of the year 50 television stations may be in operation and the expansion of coaxial cables and relays may bring so-called network television to the middle west and possibly the west coast.

The growth of FM has been sparked by the activities of the Frequency Modulation Association which fostered negotiations with Petrillo for duplication of AM network programs on FM and the fixing of scales for FM station operators. With approximately 400 FM stations now on the air, FMA officials are predicting that the total station operations will reach the 1,000 mark before year's end.

1948 will probably go down in record as the most progressive year of the industry. The AM, FM, television and facsimile expansion, ready markets for all types of receivers, and increasing advertising budgets are signs that point to a big year.

THANKS A MILLION . . . for the ten million Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past four years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.

EDDIE CANTOR

"I Love To Spend Each Thursday With You"

10:30 P.M., E.S.T. — N B C

FOR PABST BLUE RIBBON BEER

TEN OUTSTANDING RADIO NEWS EVENTS OF 1947

Following radio news events of the past year is the consensus of opinion by network and station news directors as polled by RADIO ANNUAL:

1. The Cold War: President Truman's Doctrine for Aid To Europe and Secretary Marshall's Plan.
2. Texas City Disaster.
3. British Royal Wedding.
4. Broadcasts of Congress' activities regarding Taft-Hartley Law.
5. War Investigation Hearings (Hughes, Meyers probe).
6. Congressional Investigation of Communists in Hollywood.
7. UN Partition of Palestine.
8. Florida Hurricanes and Mississippi-Missouri Floods
9. Communist Uprisings in France, Italy.
10. Foreign Ministers confabs in Moscow, London. First direct uncensored news broadcasts from Soviet Capital by NBC.

Outstanding Broadcasts

"Fear Begins at Forty" on CBS.

ABC's "School Teacher, 1947."

NBC's Series on United Nations.

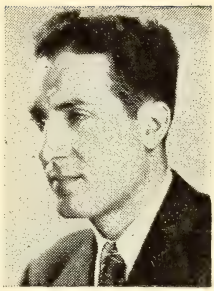
"The Joyful Hour" on Mutual.

Network Pickups of British Royal Wedding.

NEW YORK OFFICE—1650 BROADWAY

THE TELE RECEIVER MARKET

By JIM OWENS, *Associate Editor*, TELEVISION DAILY



Owens

PERHAPS the most inspiring of the many historic developments noted in television's second year of commercial operation was the growth of the receiver market — the veritable nucleus of the greatest communications medium known to man. Unlike many other major industries, which reached maturity in segments and with some degree of independence, television was no better than the size of its audience, since here was the source of its life blood—the buying public.

It was an auspicious beginning. Although the wheels of production had begun their long grind haltingly in the beginning of 1947, the output at the year's end was the result of a well-oiled instrument of industry. It held such promise as to provide the basis for greater expectation during this year by the nation's broadcasters—the men whose business depended completely upon the distribution of television receivers. At least a half-million new sets are predicted to reach the retailers' showrooms in 1948, and indications are that the charmed circle—1,000,000 sets in use—will be a happy reality before another winter has passed.

David Sarnoff, president of RCA, made a statement at the year-end which reflects the attitude of top industry management toward the further development of television. "By the end of 1948 television, in consumer prices, will approach a $500,000,000 a year industry," he said. And to emphasize its present and future importance to the American public, the RCA official added: "For the first two years of commercial television, the public will spend four times as much for television sets as they did for radio receivers in 1921 and 1922, the beginning of radio broadcasting."

According to a consensus of authoritative opinion drawn from top levels in the industry, production of receivers during 1947 exceeded that of the previous year by 20-fold. Approximately 200,000 sets came off the production lines—a tremendously encouraging margin over the anemic output of the year before when only 10,000 models were placed in the hands of the public.

The production side of the picture was one which shattered precedent after precedent, and indeed assumed mushroom proportions at the year's end. According to the Radio Manufacturers Association, average monthly production throughout the year was 15,000 sets, and this trend continued its accelerated ascent through December when a total of 28,000 receivers were crated for delivery—an increase of 97 per cent! Perhaps the most significant phase of this surge was the fact that production of table model television receivers totaled nearly 120,000—twice that of straight video consoles and TV console combinations, indicating that manufacturing techniques had at last been geared to satisfy the demand for low-priced sets—America's mass market and the backbone of the future television audience.

Although its development was often referred to in terms of the nation-wide audience and its coast-to-coast network possibilities, television in 1947 continued to be a strictly local industry—with the exception of the New York-Philadelphia-Washington-Schenectady area. In the latter region it had reached major proportions during this period since "network" service had become almost a daily feature through working arrangements between stations in each of the three cities.

New York, universally considered the center of television, had somewhere between 50 to 75,000 sets in operation by the end of the year. Philadelphia and Washington were far behind numerically but not proportionately, and Chicago, with only one station on the air, achieved highly promising gains during the 12-month period.

In the light of this sweeping expansion, which render statistics obsolete as quickly as they are charted, it would appear that even the most optimistic predictions of television's importance in our way of life, in both the physical and economic sense, will be considered conservative when the industry reaches its full potential.

HOPE
1938-1948
PEPSODENT PROGRAM
PARAMOUNT PICTURES

The Outstanding Events —In Television—1947—

TELEVISION covered an opening session of Congress for the first time in history,—the 79th Congress. Pickup also included the first telecast of a Presidential "State of the Union" Address.

•

Federal Communications Commission rejected a proposal of color television standards (by CBS.) Decision keynoted first all-out development of monochrome tele, including station building, set manufacture, etc.

•

AT&T opened a radio relay circuit between New York and Boston, thereby extending the Eastern tele network 450 miles northward. WBKB set up first midwest network linking Chicago with South Bend, Ind.

•

RCA demonstrated its system of large-screen color television. Paramount Pictures unveiled its system of theater television, involving rapid processing and reproduction of films taken from a video tube.

•

Motion picture industry evidenced first combined interest in theater tele,—and its potential box office threat. Plans were laid to begin study of tele, including reservation of video channels for theater tele.

•

First nation-wide tour of television was made by RCA and Allied Stores Corp. department store association, via jeep units in 22 major cities.

•

New York was first city to have all TV channels (7) allocated by FCC.

•

Industry opposition eliminated two serious threats to development: proposed amusement tax on tele in public places, and proposed ban on erection of antennas on rooftops by landlords in New York area.

•

Television covered the World Series for the first time in history. Estimated 3,000,000 persons saw the classic on the Eastern web.

•

Philadelphia was chosen by Republicans and Democrats as '48 convention site, largely because of tele coverage available.

•

Newsreel organizations officially entered television via servicing of member stations with special films for video.

•

BBC announced plans for establishment of a network in the United Kingdom. Web would service six provinces and 70 per cent of the population.

For Year Book of Television Please Turn to Page 1041

AL JOLSON

THE FUTURE OF TELEVISION

By BRIG. GENERAL DAVID SARNOFF, *President, RCA*

Sarnoff

IN speaking of television for the past twenty-five years or so, we have been accustomed to say that "television is around the corner." I should like to bury that phrase. Television is no longer around the corner. It is beyond the doorstep; it has pushed its way through the door into the home!

The Federal Communications Commission has authorized to date a total of 69 television stations, and 16 applications are pending. This means that 85 television stations already have decided to lead the way. I believe that many more will follow. As of November 15, there were 13 stations on the air with regular television programs. In 1948, the list of stations will increase as transmitting equipment becomes available.

My estimate is that by the end of 1948 there will be approximately 50 television stations on the air in this country with regular programs. There may be more.

•

All kinds of figures have been mentioned about television receivers, and here is my estimate. By the end of 1948, I foresee a total of 750,000 receivers in use. This means that for 1948 our estimates are approximately 600,000 above the number that were installed at the end of last year.

Surveys have been made of the number of people within range of present television programs. Approximately 40,000,000 people lived within the areas covered by television broadcasts at the end of 1947.

Surveys indicate that seven viewers constitute the average audience at each television receiver. Therefore, if you multiply 750,000 by seven you will see that by the end of 1948 there will be a large audience for television—somewhere near 5,000,000.

•

The broadcaster must build his own television circulation as does a new magazine or newspaper. That is the broadcaster's job. He cannot toss that responsibility to the television set manufacturer, any more than the magazine or newspaper publisher can transfer his problem to the printer.

A newspaper or magazine spends a substantial part of its initial investment in building circulation; the job of the broadcasting stations, likewise, must be to build circulation in television.

Television programming can be started by local stations in a small way with a minimum of facilities and expanded as receiving sets and commercial sponsors increase. In the meantime, until nationwide networks are available, films of live shows and newsreels can be flown to stations throughout the country to add to their program variety.

•

Like the many independent local broadcasting stations which are successful and profitable, television stations also can thrive upon local talent and community service. There is no end to local program possibilities, for the small town is a natural television stage. People like to see their friends and neighbors on the screen. I can foresee many uses for television in religious and educational activities. Television can be a great aid to good government in city, town and country by making citizens better acquainted with their local leaders and their work.

Local merchants will find television an effective means of advertising. Dramatic groups, county fairs and community sports events will enlarge their audiences. Often a local baseball or football game or a prizefight is as interesting to a community as a professional sports event in a distant city. Civic and fraternal organizations and women's clubs also are sources of programs for local television stations.

•

Imagine the interest that would be shown in a local community if, for example, one or more department stores were the scene of a shopping hour in the morning or afternoon. The television camera would show the merchandise and the shopper at home could see what each store had to offer before she left home for her marketing. This should be an interesting experiment in advertising.

Automatic relay stations, either alone or in combination with the coaxial cable, show great promise for speeding extension of television program service throughout the nation. Radio relay stations are now

(*Please See Page* 59)

"It is the artistry, the command and the projection with which she invests the words and music that count so heavily for her."
—The Billboard
Beatrice Kay
Management Counsel —
GOLDFARB, MIRENBURG and VALLON
RKO BUILDING • RADIO CITY • NEW YORK, N. Y.
Bookings:
WILLIAM MORRIS
Exclusively on
COLUMBIA
RECORDS

AWB EXPANDS ACTIVITIES

By **RUTH CRANE**, *President, Association of Women Broadcasters*

Crane

HAPPY over progress made and prominence achieved in five short years of existence, the Association of Women Broadcasters of the National Association of Broadcasters looks forward to greater achievements in 1948.

The Association of Women Broadcasters was formed in 1942, its Active Membership comprised of women on the staff of, or broadcasting over radio stations that belong to the National Association of Broadcasters. Associate Members are women engaged in executive phases of radio work outside of NAB radio stations.

•

Objects of the Association are to promote the interests of women broadcasters and executives and to increase their opportunities for service.

National officers elected by AWB in the spring of 1947 were Frances Farmer Wilder, CBS, President; Ruth Crane, WMAL, First Vice-President; Eleanor Hanson, WHK, Third Vice-President; Ann Holden, KGO, Fourth Vice-President; Nell Daugherty, WSTC, Secretary, and Norma Richards, WSPD, Treasurer. Dorothy Lewis, Coordinator of Listener Activity of the National Association of Broadcasters, is permanent Second Vice-President of AWB. In September 1947, Frances Farmer Wilder left the radio business and resigned from AWB, and the First Vice-President was designated to succeed her as President at the AWB Jan. 1948 Convention in Washington.

•

Following the NAB pattern of division into seventeen districts, the AWB has held a number of regional meetings and program clinics throughout the year. Among these were District Number Two, which met at Albany, District Number 13, which met at San Antonio, District 10 convened at Kansas City, District 9 at Chicago, District 1 at Hartford, Conn. and District 16 at Los Angeles. At the San Antonio meeting Governor Jester of Texas proclaimed Saturday, November 15th, Women Broadcasters' Day in Texas. These local meetings provide inspiration and help through an exchange of ideas for the improvement of program service, through helping the AWB member to a broader knowledge of radio's purposes and problems, and through the recognition accorded AWB by national, civic, and private agencies. The AWB members of Washington inaugurated the first of a series of Radio Institutes for Club Presidents and radio chairmen, a pattern to be used throughout the country.

•

Again in 1947, the Association of Women Broadcasters conducted a nationwide letter contest during National Radio Week, with outstanding response. Listeners were asked to write on the theme, "What Is Your Favorite Program and Why?" The thousands of letters will be used to analyze listener preferences and to assist broadcasters in building effective programs.

Cooperating with Women United for United Nations, Observer Group at Lake Success, New York, the AWB prepares a monthly United Nations News Bulletin for women broadcasters, reporting matters discussed at the General Assembly and providing answers to listener questions.

Our seventeen district chairmen are: District 1—Fay Clark, WBRY, Waterbury, Conn., District 2—Gertrude Grover, WHCU, Ithaca, NY, District 3—Kaye Witmer, WKBO, Harrisburg, Penn., District 4—Elinor Lee, WTOP, Washington, D. C., District 5—Dorothy Horsfall, WPDQ, Jacksonville, Fla., District 6—Marjorie Cooney, WSM, Nashville, Tenn., District 7—Katherine Fox, WLW, Cincinnati, Ohio, District 8—Mildred Grace, WELL, Battle Creek, Mich., District 9—Nancy Grey, WIMJ, Milwaukee, Wisconsin, District 10—Anne Hayes, KCMO, Kansas City, Mo., District 11—Darragh Aldrich, WCCO, Minneapolis, Minn., District 12—Julie Benell, KOMA, Oklahoma City, Okla., District 13—Violet Short, KTSA, San Antonio, Tex., District 14—Louise Hill Howe, KSL, Salt Lake City, Utah, District 15—Frances Quinn, KFRE, Fresno, Calif., District 16—Martha Gaston, KFOX, Los Angeles, Calif., District 17—Vernice Irwin, KVI, Tacoma, Wash.

REXALL PROGRAM

Sponsored by United Drugs

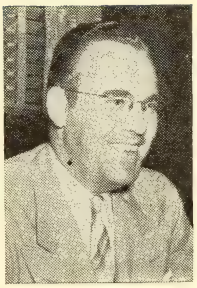
Wednesday

Pacific Time 7:30 to 8:00 p.m.
Eastern Time 10:30 to 11:00 p.m.
NBC

Mgt. LOU CLAYTON

BMB DATA—ONE YEAR IN USE

By **HUGH FELTIS**, *President, Broadcast Measurement Bureau*



Feltis

OVER 700 subscribing stations received their BMB audience data in the fall of 1946. The following spring the Area and Network Reports were published. Since then BMB station and network audience information has been tested in the crucible of use.

Just as experiment had to precede the measurement of station and network audiences, so too did experiment have to precede the use of the resulting data by broadcasters, advertisers and agencies. 1947 was largely a year of experimental use.

Agencies with highly developed coverage estimated methods analyzed the BMB figures carefully in the light of these methods before basing time buying decisions on BMB. Other agencies and advertisers scrutinized the figures against known sales effectiveness.

Meanwhile the stations and networks compared BMB with other data, engineering and otherwise. In some instances they found a remarkable degree of correlation. Where comparisons were made with data that measured other dimensions of listening, such as average number of listeners per minute, there was often less correlation. These instances only served to point up the difference between the total number of families that listen to a station and the number who listen during the average minute. Both pieces of information are important. Neither is a substitute for the other.

•

All this testing and analyzing and experimenting with the BMB figures by advertisers, agencies and broadcasters led to one over-all conclusion: The BMB figures make sense.

And this conclusion in turn has led to an ever-increasing use of BMB by all three groups. More and more stations feature BMB figures in their trade press advertising, sales promotion pieces and presentations. More and more agency recommendations are based on and supported by BMB data. More and more advertisers are instructing their agencies to use BMB figures as an important buying tool.

What's more, BMB data are being used with increasing discrimination. They are used in specific ways to meet specific situations. BMB findings are being used in conjunction with other facts—facts about markets, distribution, station rates, competing media and other media used by the advertiser.

These buying uses have shown broadcasters that advertisers and agencies are interested not only in the stations with the biggest BMBs; they also use stations with small BMB figures just as they use smaller circulation newspapers and magazines. And they often favor BMB subscribers for the simple reason that it is easier to evaluate and justify the use of stations for which BMB figures are available.

•

Organizationally, 1947 marked the inauguration of a 15-point long range program based on the premise that BMB as an organization is more important than any individual project it undertakes. Broadcasters now subscribe to the Bureau rather than to a particular audience study, with full assurance that the Bureau's studies will meet the industry's needs.

The Bureau's program includes the examination and evaluation of all available radio research, the refinement and improvement of BMB's audience measurement and the investigation of other services that BMB might perform.

•

In March 1947 BMB conducted an Interim Station Audience Measurement, designed particularly for new stations and those which had changed power, frequency or network affiliation since the 1946 audience survey.

The next nationwide survey, in March 1949, will not only measure subscribers' total weekly audiences but will also show finer detail such as their average daily audiences.

The first year's use of BMB data has proven beyond question the value of its measurement. More important still, it has proven the value of cooperative, tripartite research in the development of radio advertising.

So how much dough will this ad make me if I say

"DUFFY'S TAVERN"

It's better I should mention

TOYON BAY

ED. GARDNER
Stockholder

NATIONAL TELEVISION SERVICE

By J. R. POPPELE, *President Television Broadcasters Association, Inc.*

Poppele

TELEVISION in 1948 will take on the proportions of a national giant, striding through areas heretofore untouched by the magic of the visually-inspired electron; riding the crest of millions of cycles into the homes of hundreds of thousands of families, and bouncing along a series of microwave relay stations that will hoist views of Manhattan into homes out Chicago way—and, perhaps, beyond.

Television was a strapping youngster a year ago; today it has achieved a measure of maturity which scoffers only a short time ago were ready to concede was merely a twinkle in the eye of the "fathers" of the new art.

•

From 5,400 post-war receivers available by December of 1946, television production soared close to 30,000 a month a year later, with the total output for 1947 reaching nearly 200,000.

From a handful of television stations catering to a limited audience 12 months ago, television was being wafted from 17 stations as 1948 was born, with the prospect of twice that many operating before 1949 arrives.

In 1946 there were very few manufacturers geared to produce television sets and only a trickle of receivers reached the market. Last year 36 companies, large and small, producing sets with screens ranging from 4 by 6 inches to 15 by 20 inches, were in full blast production; many more will be added to the roster this year.

•

Dollar-wise, television receivers at retail levels did not top $3,485,000 in 1946. Last year, 1947, the figure soared to $74,000,000 and industry leaders are convinced that by June of this year the dollar value of television receivers will exceed that of AM radio—a remarkable stride forward, considering television's status less than 18 months ago.

Is it any wonder that the former chairman of the Federal Communications Commission, Charles R. Denny, has characterized television as an industry "destined to become the greatest mass communication medium of them all."

Probably no facet of television development is as vital to television broadcasters as that of facilities for network operations. The very life of the industry—commercially and otherwise—depends upon the ability of all stations to provide high-calibre programs to an audience large enough to attract advertiser's capital.

Hence, every new link in the web of facilities available for network operations is enthusiastically accepted by broadcasters. Last year the New York to Washington network route was expanded to include Boston. This year it is hoped that Chicago, Detroit, Cleveland, Cincinnati and Milwaukee will be tied to the east coast, a prelude to wider expansion of the ultimate national television service.

Last year events such as the first telecast of a President of the U. S. addressing Congress; major league baseball games televised in New York, Philadelphia, Chicago, Detroit and St. Louis; World Series baseball televised on an extensive east coast network, helped arouse public curiosity and acceptance of the art of visual broadcasting.

•

This year the two greatest political events of the year—Republican and Democratic National Conventions in Philadelphia—will be televised by every station that can hook its cables onto a network along the east coast. It is to be hoped that those in the mid-west will also be able to carry the conventions on a direct pick-up basis. If not, films will be flown to these stations and others on the west coast for immediate telecasting.

The year 1948 should see television receiver sales surpass the 750,000 mark.

The year 1948 should see network television move from the east coast into the mid-west and, perhaps, beyond.

The year 1948 should see television attain a position of prominence that will equal other forms of communication to which the public has become accustomed.

The year 1948 will bring scores of advertisers into television, particularly as the video art expands.

For Complete Television Listing Please Turn to Page 1041

Jack Carson

NBC—THURSDAY

for

SEALTEST VILLAGE STORE

6:30 Pacific Coast Time

9:30 Eastern Standard Time

Management
Stempel-Olenick
Hollywood, Calif.

BROADCASTING FOR PEACE—1948

By **BENJAMIN COHEN**, *Ass't Sect'y Gen.—Dept. of Info., U. N.*

Cohen

SECRETARY General Trygve Lie has stressed in all his recent addresses that the U.N. must surmount in the coming months some of the most critical problems in the field of international relations and will require the fullest measure of support from an enlightened world public opinion.

In the already substantial experience gathered by the Department of Public Information radio appears as one of the most effective media to disseminate information, since it is not beset by newsprint shortages, transmission or transportation bottlenecks, foreign exchange scarcities, and is capable of reaching directly an audience several times larger than that served by the printed word or the projected images.

•

1948 is a vital year for the peoples of the United Nations and one of untold possibilities for all who work to bring them news and opinions—principally for you, the broadcasters of the United States, speaking daily to a nation endowed with tremendous power to influence the future of international relations and wherein dwells a large fraction of the world's three hundred million radio listeners.

Has any one yet measured fully the power for good that lies in broadcasting? I doubt it. Quite beyond doubt, however, is the increasing support which U. S. radio—networks, independent stations, educational stations, broadcasters' associations, the trade press and radio councils— have given to the United Nations. Some of you, I hear, plan to do still more to bring into your communities the purposes, day-to-day work and fascinating human side of the United Nations. The Department of Public Information is ready and able to help you.

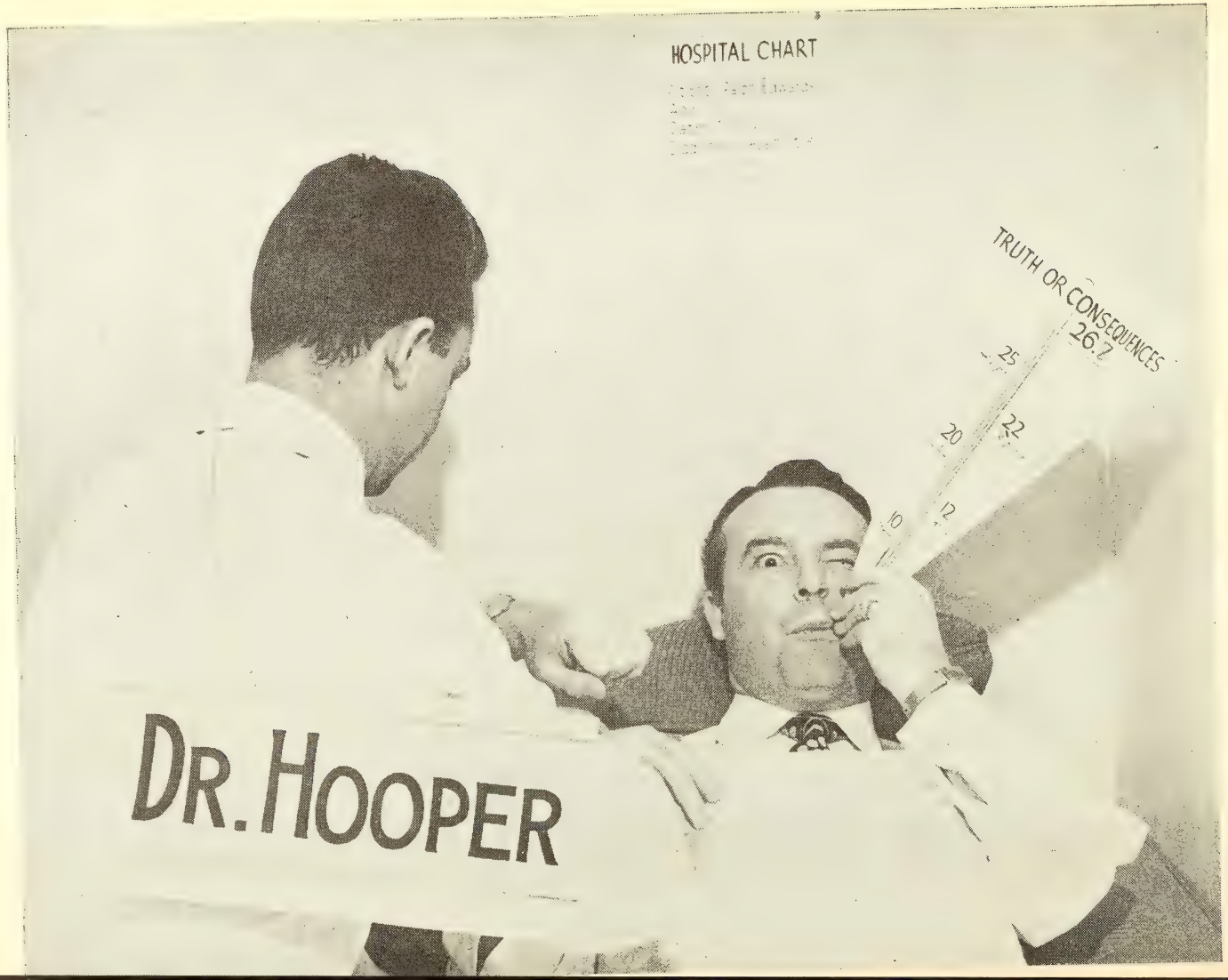
First, let me try to answer the question which Mr. Frank Burke was good enough to put: What are the plans of the United Nations Radio Division for 1948, both here at headquarters and overseas? Briefly, the Division plans to promote, and itself to offer for relay, more programs on the work and progress of the United Nations, using more languages and acting in cooperation with still more broadcasting agencies.

•

Nowhere are the various kinds of assistance the Radio Division can offer better illustrated than in the case of your own United States. The good reaction to its Radio Kits, for example, (scripts, spot announcements, and perhaps a transcription) has guaranteed that this service will continue. Further, all broadcasters interested receive without charge the semi-monthly "United Nations Bulletin", background releases and other material for special programs, while the Division distributes to over one thousand women commentators a monthly U. N. newsletter prepared by women observers working with the Association of Women Broadcasters.

Why has "The United Nations Today", a Radio Division program, been taken up so rapidly by over one hundred stations, forming a coast-to-coast "Network for Peace"? Primarily because it brings listeners, Mondays through Fridays, an up-to-the minute report of all the principal activities of the United Nations. In fifteen minutes it presents with a short bridging narrative voices of delegates recorded from the day's debates or in special interviews, together with dispatches from U. N. Information Centers or Missions overseas. In 1948, for example, "The United Nations Today", will continue to provide newscasts from Havana, Salonika, Geneva, and carry special reports from Jerusalem, Seoul, and from the Autumn General Assembly in Europe.

More perhaps than any other medium, radio has the possibility—and therefore the clear responsibility—of spreading, as the General Assembly with one voice requested, information expressing "the undoubted desire of all peoples for peace." May the Year 1948 see all U. S. networks and stations bring their listeners still further news of what is, after all, everyone's United Nations.


HOSPITAL CHART
TRUTH OR CONSEQUENCES
26.7
25
22
20
12
10
DR. HOOPER

REPORT ON CANADIAN RADIO

By **HARRY SEDGWICK**, *Pres., CFRB and Board Chairman, CAB*

Sedgwick

ENCOURAGING measurable gains were made by the independent broadcasters of Canada at the 1947 sessions of the Parliamentary Radio Committee. Represented by their Canadian Association of Broadcasters, the 89 member stations asked for fundamental changes in broadcasting and radio law in Canada. Their brief was a painstaking analysis of such law and regulation, together with comments on its results, inequalities and injustices.

The CAB brief pointed out that the Radio Act, written in 1902 and not amended in major respects since, still governs operations of modern-day broadcasting stations. It also pointed out that the Canadian Broadcasting Corporation, a "Crown Corporation," competes directly with the independent stations for audience and business, nationally and locally, has a monopoly of networks by its own regulations, and can place stations on or take them off those networks at will and on its own financial and other terms, writes and enforces the broadcasting regulations, and that meetings of its Board of Governors to recommend on applications for licenses and to deal with matters of regulation, were being held in camera. The brief also protested the "power-freeze" regulation holding down power of all independent stations, by which valuable actual and potential coverage was being lost to Canada, and the apparent slowness of CBC to recommend licenses for experimental and actual broadcasting in new broadcasting fields, particularly television and facsimile.

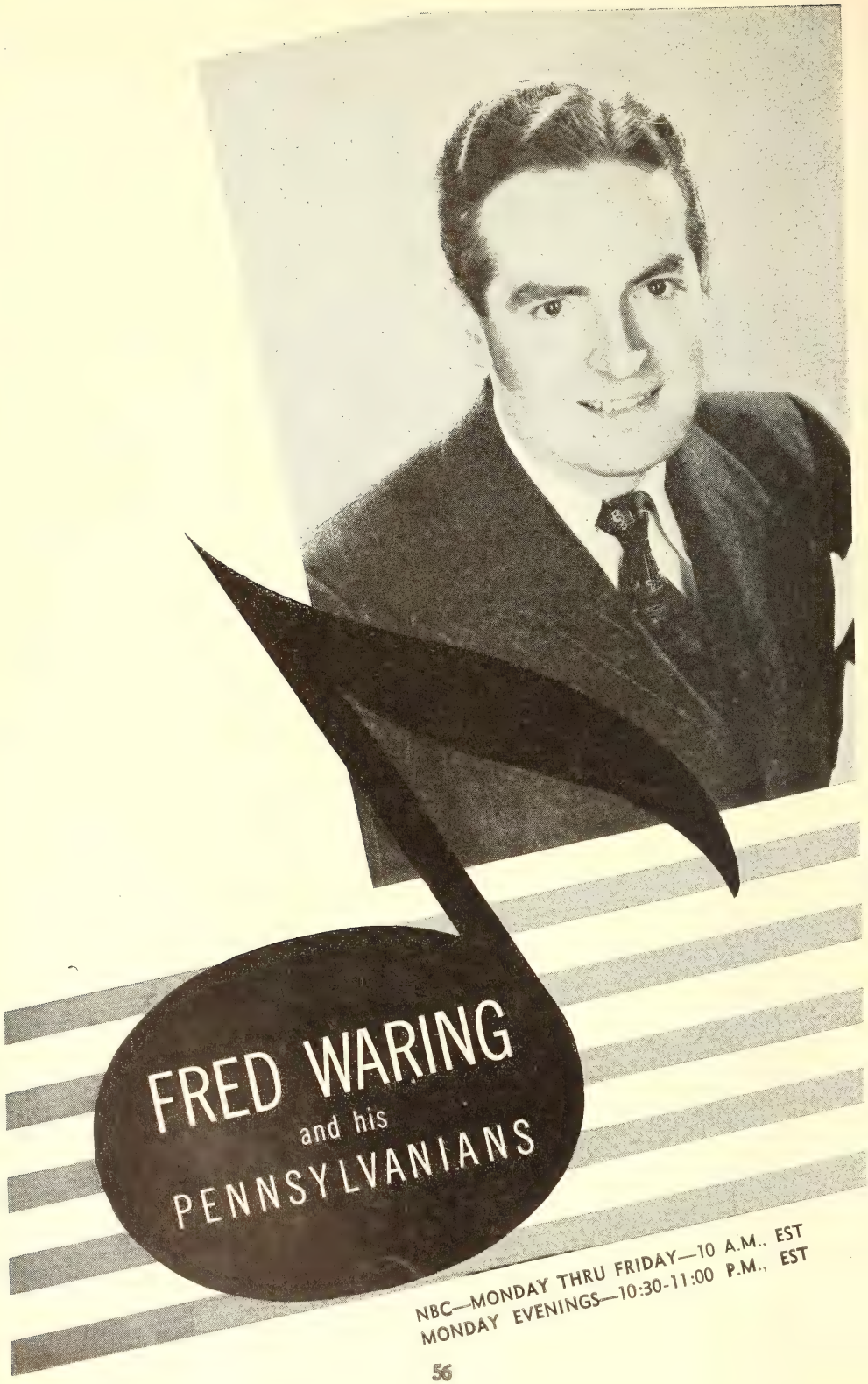
To correct this situation, the independent broadcasters asked lifting of the power freeze, and that powers of licensing and regulation be transferred to an impartial tribunal, which would hold meetings open to press and public, and be required to give reasons for its decisions. The CAB asked that this Board be responsible in large measure to the legislative arm of government, rather than so directly related to the executive branch as is the case at present; pointing out that the CBC and the Cabinet conjointly possess the power to censor all broadcast material in advance.

For the first time, the independent broadcasters carried their case this year directly to the public, through means of special programs and announcements, speeches by station personnel to groups and organizations, a series of quarter page ads in all daily newspapers, and wide public distribution of our brief to the Parliamentary Committee.

That this policy had its effect appears obvious. Public opinion surveys (one of which was presented to the Committee) showed a marked trend of opinion toward the side of the independent broadcasters. The Canadian Daily Newspapers Association appeared officially before the Committee to press for somewhat similar action to that suggested by CAB, and support was forthcoming in large part from the Association of Canadian Advertisers and the Canadian Chamber of Commerce, who sent letters to the Committee suggesting a wide review of broadcasting legislation and practice by an impartial, non-political body appointed for the purpose.

The year witnessed an increase in the number of broadcasting stations in Canada, both independent and CBC. CBC proceeded with construction of its additional clear channel 50 Kw. stations, taking channels previously occupied by independent stations to do so, and removing several stations from its networks in the process. The state system also entered the local field, selling directly against individual stations in competitive areas. The membership of the Canadian Association of Broadcasters rose to its all-time high. The Association instituted a policy of holding regional meetings, for the first time, which have had gratifying results. Since the Committee's recommendation, the number of FM licenses applied for, and granted, has increased tremendously; and interest is being expressed now in both television and facsimile.

During the year ahead, the independent broadcasters of Canada will extend their service to the community and to the business operations that provide its lifeblood. They will also continue their struggle for treatment identical to that accorded other classes of citizens in a democracy.


FRED WARING
and his
PENNSYLVANIANS
NBC—MONDAY THRU FRIDAY—10 A.M., EST
MONDAY EVENINGS—10:30-11:00 P.M., EST

PROGRESS REPORT ON FM

By J. N. (BILL) BAILEY, *Executive Director, FM Association*

Bailey

FM's biggest year of development will unfold during the first six months of 1948.

Having hurdled many obstacles, technically and otherwise, this improved method of broadcasting which the FCC has termed the "finest aural broadcast service attainable in the present state of the radio art," has become firmly rooted the past year.

The FM Association, the only organization devoted to the development of FM broadcasting and to the protection of the millions of dollars invested in FM facilities, foresees this expansion on a five-point front:

1. Establishment of numerous FM regional and state networks, presaging wide use of relays for network purposes.
2. Availability of live music to FM networks.
3. Keen competition programwise.
4. Much greater set production.
5. Availability of established AM network musical programs to FM stations.

Rounding out its first year, the FMA is taking the lead to insure fruition of each of those five points.

•

The year 1947 saw establishment of the first major commercial FM network—the Continental. Several state and regional FM chains were organized, including the Dixie Network and Arrow Network. The year 1948 will see many more. Eventually—perhaps before another year—these regional networks will be linked to form larger chains.

Because relay and rebroadcast have proven feasible and since the AT&T has not yet delivered 15,000-cycle land lines, these FM networks will be linked almost entirely by radio. The FMA has pending before the FCC, as this is written, a request that Television Channel No. 1 (44-50 mc) be set aside for FM relay purposes.

•

The FM Association's attitude towards programming of FM is reflected in a resolution adopted unanimously at our First Annual Convention, September 12-13, in New York. The resolution:

"Whereas it is believed that public acceptance of FM will be considerably facilitated by diversified program schedules carefully planned and expertly executed, be it resolved that all broadcasters strive to improve the program quality of their broadcasts and devote a greater portion of their time to live talent."

•

The FMA has taken an affirmative step to prevent any discrimination against FM. Pending before the FCC, as this is written, is a petition filed by the FMA asking that the Commission call a legislative hearing to determine whether a rule should be adopted denying a license to any FM or AM station which enters into an agreement with a network organization which would prevent the simultaneous broadcast of network programs over FM and AM facilities.

•

Popular network programs on FM would stimulate listening to the new, improved medium, more than 92% of the nation's FM broadcasters (both independent and those with AM affiliates) believe. Only a small minority think FM should be programmed entirely independent of AM, at least for the time being.

The FMA will continue to be alert, maintaining close liaison with the FCC, the Congress and other industry organizations to protect the investment in FM. The FMA is under mandate of the membership, through its by-laws, "to act as liaison between its members, the FCC and other agencies and organizations on the continuing overall problems affecting FM broadcasting."

HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York Chicago London Hollywood

(*Continued from Page* 45)

THE FUTURE OF TELEVISION—By BRIG. GENERAL DAVID SARNOFF

in operation between a number of cities, and others are being erected. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially cities not reached by coaxial cables.

Many broadcasters have heard about the experiments being conducted from time to time with coaxial cables and radio relays which can carry not only television, but ordinary speech, telegraphy at high speeds, and of course FM and television programs. Because these new cables and relays can handle several services simultaneously, they are likely to be completed sooner than we expect. I should not be surprised, if it is possible to have a television coast-to-coast network within the next few years.

•

In considering home-television, we must recognize that good programs are the master key to public acceptance of the art. Television's popularity, as well as its speed of advance, will be governed by the caliber of the shows. That is the important responsibility of the broadcaster. The success of television and the popularity of the video station will depend upon it.

The telecaster will, of course, have the problem of talent. He cannot depend solely upon the radio, motion pictures, and other established sources of entertainment for his performers. Television is a new art form that calls for new techniques and for the development and encouragement of new talent to supplement present radio entertainers. Many well-known radio artists will adapt themselves to television as successfully as the artists of the silent screen adapted themselves to the talkies.

News and sports already have proved natural drawing features for television. Films also will play an important part in the flexibility of television programming. But timeliness is the great advantage which television has over all other forms of visual entertainment. Those who watched the Davis Cup tennis matches, and big league baseball games throughout last summer, can attest to this. News associations are studying methods of television news service to supplement the service they now perform for sound broadcasting. The presidential nominations and election in 1948, with political candidates competing for public attention, will stimulate public interest in television on a widening scale.

It is an interesting fact that broadcasting received its first real impetus in 1920, when the Harding-Cox election returns were broadcast and picked up by amateur stations. It was the presidential election that really put broadcasting in the news and stirred public interest. Then came the Dempsey-Carpentier fight in 1921, which gave tremendous impetus. And strangely enough, the same factors are asserting themselves in these early days of television.

•

Today, international television may seem far off. But let us recall that five years after sound broadcasting started as a nation-wide service, we had international broadcasting. While the technical problems of international television are more difficult to solve, nevertheless, I believe we shall achieve international television in about the same period of time. The scientific knowledge for doing the job exists. In fact, I know of no problem in international television that money cannot solve.

•

Television is moving forward rapidly and is destined to become one of the major industries of the United States. In addition to serving the home, television has application to the theater, the motion picture studio and entertainment film. In the manifold processes of industrial life, television also is destined to play an important role.

The possible size of the television industry is indicated by the following figures: In the first two years of sound broadcasting, that is, 1921 and 1922, the sales of receiving sets amounted to approximately $100,000,000. In those two years, more than 500 broadcasting stations were on the air.

Now, for the first two full years of postwar television operation, namely, 1947 and 1948, with approximately only ten percent as many stations on the air, that is, 50 instead of 500, it is estimated that the public, during this two year period of television, will spend approximately $375,000,000 for receiving sets—$375,000,000 in television, as compared to $100,000,000 in sound broadcasting. This does not take into account the additional expenditures on television transmitters, the cost of erecting and operating them and the cost of programs. Therefore, in round figures, within a year and a half or so from the present time, we shall approach a $500,000,000-a-year industry in television. And that will be only the beginning.

"Be Good To Yourself"

is the wish of

DON McNEILL

TOASTMASTER OF THE

Breakfast Club

15th YEAR

SPONSORED COAST TO COAST
MONDAY THROUGH FRIDAY
ABC, 8 to 9 a. m., C. S. T.

SWIFT-PHILCO-TONI

U. S. STATE DEPT. RADIO

By CHARLES W. THAYER, *Chief, IBD, Dept. of State*

INTERNATIONAL broadcasting from the United States to other nations of the world underwent rigid scrutiny and curtailment by the Congress during the calendar year of 1947.

Thayer

The operations of the International Broadcasting Division of the Department of State came close to annihilation by the Congress, when the House Appropriations subcommittee, at budget hearings, eliminated funds proposed for this activity, standing on the technicality that there was no authorizing legislation. Meanwhile the so-called Mundt Bill, authorizing a world wide information and cultural service by the government, passed the House. On that basis the Senate restored funds to include a continuation of international shortwave broadcasting.

The funds budgeted, however, forced the curtailment of broadcasting from approximately sixty-three hours per day, to approximately thirty-two hours per day. The production of transcribed programs and script material for distribution by United States missions overseas was virtually abolished. The shortwave program structure, though, was revised at the time of the curtailment into a block schedule. Thus the scattered program structure in vogue previously was changed so that the output to each area was grouped for proper balance, and scheduled to reach each area at the best possible evening listening time. The appropriations further carried the stipulation that the Department of State was authorized to broadcast only to certain strategic areas, and that the major portion of the programming was to be done by private broadcasting companies under contract to the Department.

The end of the year therefore left the International Broadcasting Division of the Department broadcasting to Russia, Poland, Czechoslovakia, the Balkans, Germany, Greece, China, and Korea. The National Broadcasting Company and Columbia Broadcasting System, under contract to the Department of State, were preparing the programming to France, Germany, Italy, Spain, Latin America, the Netherlands East Indies and Southeast Asia.

Of the total of thirty-two hours of programs being broadcast daily, the two private companies were preparing approximately 75 per cent of the output.

Before budget curtailments in June, international broadcasting was conducted as follows:

To Europe—34 Hours daily.

To Latin America—18 Hours, 45 Minutes daily.

To Far East—9 Hours, 45 Minutes daily.

These programs were in 24 languages, with approximately 55 per cent of the output prepared by the Department; NBC and CBS prepared the remainder.

After budget cuts, the daily output was as follows:

To Europe—17 Hours, 30 Minutes daily.

To Latin America—9 Hours daily.

To Far East—6 Hours daily.

The language output was curtailed to 22, with the Department preparing approximately 25 per cent of the programs; NBC and CBS preparing the remaining 75 per cent.

In addition certain portions of transmitter time, by arrangement with the Department of State, were being used by United Nations, and by the Information and Education Division of the Department of the Army for troop entertainment abroad.

The Department maintained thirty-six shortwave transmitters in the United States, and overseas relay points at Munich, Honolulu, and Manila. Programs were also being relayed by local networks and stations in Korea, China, France, the BBC in Great Britain, and other countries.

For Complete International Station Listing Please Turn to Page 1009

ALAN YOUNG

TEXACO

20th CENTURY-FOX

Management

JAMES L. SAPHIER AGENCY, INC.

MIDWEST PICTURE BRIGHT

By **NAT GREEN** *Staff Correspondent, Radio Daily*

Green

WHILE some of Chicago's projected television plans did not mature in 1947, there was much activity in the video field and it was only because of the difficulty in obtaining materials that there still was but one television station operating regularly in Chicago at the start of 1948. The local picture will be materially changed during 1948, although the promise of seven stations before the end of the year is overly optimistic.

•

Materials for new stations for which permits have been issued were coming through at a fair pace in January and one station, WGN's WGNA, was expected to be in operation by March 1. Some $400,000 worth of equipment was ordered in the summer of 1947, and most of it had been delivered by January 1.

Most ambitious of the local tele station plans to date are those of NBC, which expects to have its station, WNBY, in operation about September 1. At the turn of the new year NBC was considering three separate budget plans, lowest of which involved a million dollars, while the top budget contemplated a theater in Chicago's Loop. A theatre on the roof of the Merchandise Mart also was under consideration. NBC was in a most favorable position for establishing a midwestern tele network, as its affiliates in St. Louis, Detroit and Milwaukee already had television stations in operation.

•

ABC's local executives, actively planning their tele station, which will have the call letters WENR-TV, have set no date for start of operation but say it will be under way some time in 1948. It seems unlikely that there will be a CBS station in Chicago in '48, and an official of Zenith Radio Corporation stated that there was little likelihood that its experimental sation would go into commercial operaion, as Zenith is concerned mainly with manufacturing television sets. Zenith continues to actively promote its Phonovision, which would be a pay-as-you-see proposition. WJJD, the Marshall Field-owned station, and WIND have television applications on file, but as of January 1 no definite announcement concerning their plans for the year had been made.

Meanwhile, the Balaban & Katz station, WBKB, under the direction of Capt. Bill Eddy, continues to make rapid strides. Its Chicago-South Bend relay system has proved practicable, and by the time this is in print important innovations will have been announced. As of January 10, the Chicagoland area has over 12,000 tele sets in operation, and Capt. Eddy was confident that by February 1 more than 15,000 would be in use, and he was revising the WBKB price schedule to meet that figure. A steady improvement in the station's programs has been made during 1947 and a large number of sponsored programs is carried.

•

Altogether, Chicago's television picture for 1948 is bright. The television audience is increasing rapidly. Set manufacturers are conducting heavy promotional campaigns, and WBKB is making every effort to improve and diversify its programs to attract a larger clientele. With new local stations entering the field, competition undoubtedly will bring further improvements. It seems likely that, for a while, sporting events will continue to predominate. They have proved exceedingly popular and have been the mainstay of WBKB. But a large percentage of the tele audience would like more dramatic, musical and other fare, and are asking for it. Toward that end, television men are at work developing programs that can be presented in the studios on a scale that was not possible with past limitations. New equipment and new techniques of presentation are being tested, and the year will see many refinements in studio programs.

ROBERT MERRILL

METROPOLITAN OPERA COMPANY

R.C.A. VICTOR PROGRAM

Robert Merrill stopped the show with the Toreador song, a habit of his since he started his Metropolitan career.

Louis Biancolli
World Telegram

Robert Merril
is a baritone
with a beautifu
voice and a rea
concept of be
canto.

Olin Downes
N. Y. Times

1947 AWARDS:

Musical America Concert Poll
Musical America Radio Poll
Billboard Classical Singer Poll
Recorded Music Award for Best Operatic Recording
Motion Picture Daily Award for Fame Magazine

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.

THE AGENCY'S FUTURE IN VIDEO

By RALPH B. AUSTRIAN, *V.P. Chg. of Television, Foote, Cone & Belding*

Austrian

TELEVISION is a great challenge to the advertising agency. It is no longer a challenge of the future—it is a challenge that is here now, right on the doorstep of the agency.

Radio too was a challenge to the advertising agency. After a period of fumbling (though not too long) the agencies turned to with a will and transformed radio from a challenge to a valuable high income-producing medium.

I have no doubt that television will follow the same pattern, but the fumbling period may be a little longer. I am sure, though, that television will be a bonanza for those agencies who approach it with intelligence and who develop a real understanding of its requirements and varied problems.

•

I think every agency should adopt as a basic concept the fact that television is not radio with pictures added. First, last and always it should be remembered that television is a visual medium. I ask all agency people who read this to discard *for the moment* the question of the commercial message. Let us think only about the program—for if the program falls on its face, the commercial—no matter how good—falls with it.

To create an audience-building program which basically is visual, the agency must have in its television department people who know how to put together the three basic elements of visual entertainment: stage technique, variety technique, and motion picture technique. I think I can prove that these three elements are basically visual. Think of the last dramatic stage production you saw. If it were performed without any light in the theatre or on the stage would you have been able to understand and enjoy it? Think of the last vaudeville show you saw. Would it have been enjoyable in pitch darkness? Would you sit still for two hours or more if GONE WITH THE WIND was played in a movie house with the projector turned off and only the sound track functioning?

I think a pretty good test for a television program would be to turn off the picture and see if you can get some real enjoyment out of the sound alone. If you do, then I believe in most cases you can assume that what you thought was created as a television program is really a radio program. Put it on radio and save your sponsor money!

•

This visual appeal, therefore, is what constitutes the challenge to an agency's television department. Visual appeal encompasses stage settings, properties, costumes, lighting, actors and their photogenic qualities, memorizing of long parts, stage business, gestures, how to walk, how to sit, how to edit for the camera—in other words, the agency is going into the business of producing variety shows, legitimate stage productions, and movies. Hard? Yes, indeed. Can it be done? Yes, but not by amateurs or unqualified people. Will the agency undertake to create and produce its own shows? Yes. Will it buy network packaged shows? Yes. Will it buy independently packaged shows? Yes.

Why will it do all these things? Because if an agency had to produce all its own shows, from script to completed telecast, it would probably go broke. Some agencies have twenty or more clients using radio shows—every week for thirty-nine or more weeks a year. On the present 15 per cent commission basis I do not think an agency could possibly keep enough competent people on the payroll to produce a like number of television shows. Furthermore, I think every client now using radio will eventually use television, and many clients whose products are not suited to radio will be using television.

Those agencies who lay their foundations carefully, who employ specialists—really qualified specialists to create their program structure—will reap huge rewards. There is no longer any doubt that television has arrived. It has captured the pulic's fancy wherever a television picture has been shown. In 1948 we will have networks covering the whole eastern half of the country. Those who really know promise that by 1950 we will have transcontinental networks.

DINAH SHORE

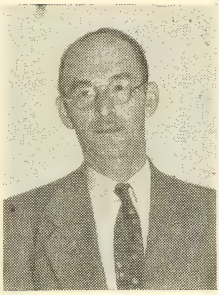
Recording Exclusively for
COLUMBIA RECORDS

On the Air For
PHILIP MORRIS
CBS—Fridays, 7:00 P.S.T.—10:00 E.S.T.

WEST COAST EXPANSION NOTED

By **RALPH WILK**, *Manager of West Coast Bureau,* RADIO DAILY

AS EXPECTED, the year 1947 set a record for the number of new stations that went on the air in the Southern California area. A few FM outlets started operating and it is expected several more will be broadcasting before the end of this year.



Wilk

KUSN, owned by the San Diego Broadcasting Co., and affiliated with the Union-Tribune of that city, tossed its hat into the highly competitive situation there.

●

Another highly competitive city is San Bernardino, which has three new stations. Carl E. Haymond, veteran Northwest broadcaster, is operating KITO, full time, 1,000 watts, while Van Newkirk, formerly of Los Angeles, is head of KRNO, full time, 250 watts. Woodrow Miller is the owner and operator of KCSB, daytime only, 500 watts. KFXM, which is affiliated with Don Lee, has had its power upped from 250 to 1,000 watts.

The American-Pacific Broadcasting Co. has established KBUC, at Corona, 500 watts, full time. Another new outlet is the Radio Sangor Company's KSGN, Centerville, day time only, 1,000 watts.

KVVC, Ventura, managed by John Swallow, veteran member of the Los Angeles radio colony, went on the air in January of this year and is operating full time, 1,000 watts. KUEN, owned by the Coast Ventura Co., is operating full time, 250 watts.

KWIK, Burbank, which went on the air in late 1947, is a full time operation, 250 watts, while KGIL, San Fernando Valley, is also operating full time, 1,000 watts. KPAS, Banning, which was also launched in late 1947, is operating day and night, 250 watts.

The Daily Report Co., Ontario, put KOCS on the air in 1947 and it is a full time operation, 250 watts. KPMO, Pomona, also started broadcasting last year and functions day and night, 500 watts.

Harry Butcher, nationally known broadcaster, is operating KIST, Santa Barbara, 250 watts. It is affiliated with NBC.

Arthur H. Croghan, former Detroit and Minneapolis broadcaster, placed KOWL in operation in Santa Monica late last year. It is a day time operation, 5,000 watts. George B. Croma established KAFY at Bakersfield. It has 250 watts, as has KWTC, Barstow, recently launched by the Mojave Broadcasting Co., as a day and night operation.

KUCB is the Broadcasting Corporation of America's newest outlet in Imperial Valley. It has 250 watts power and is on the air day and night. Les Hacker opened KPRL, Paso Robles, last year as a Don Lee affiliate. It operates day and night, 250 watts.

KVECS, San Luis Obispo, which is affiliated with Don Lee, has had its power boosted from 250 to 1,000 watts daytime and 250 to 500 nights, while KVOE, Santa Ana, another Don Lee affiliate, had its power upped from 250 to 1,000 watts.

○

KHJ, the Don Lee station, and KFI, operated by the Erle C. Anthony Company and affiliated with NBC, are Los Angeles stations that have been providing FM programming for some time. At this writing, KNX, CBS's Los Angeles outlet, is also slated to furnish FM programs soon.

In addition to its television plans, the Los Angeles Times plans to place KTML, its FM station, on the air late this year. KMPC, Los Angeles, has been granted an FM permit, as have KFAC, KRKD, and KFSD, also of Los Angeles. FXLA and KWFM, of Pasadena, have also been granted FM permits, as have KPOR, Riverside; KOCS, Ontario; KFSD, KFMB, KSON, KSDJ, San Diego; KVOE, Santa Ana; KFXM-FM, KBMT, San Bernardino. KLAC, Los Angeles, withdrew its application for an FM permit.

The Unity Broadcasting Company of America was granted a permit to operate KUUN as an FM station and the Beverly Hills Broadcasting Company KHRB.

KGFJ, Los Angeles, has had its power boosted from 100 to 250 watts. KFVD, Los Angeles, became a 5,000 watts station in February, 1947, going from 1,000 to 5,000 watts. KMPC's power was increased from 10,000 to 50,000 watts and KFAC's from 1,000 to 5,000. KLAC's power was boosted to 5,000 watts.

TED DALE

THE N.B.C. CARNATION PROGRAM

WALTER WINCHELL SAYS:

"Ted Dale's magic wand on the Carnation stanza (NBC, Monday Eve's) turns them into Mellow-cycles."

Personal Management: **GALE INC., 48 West 48 St., New York City**

SET PRODUCTION AT NEW HIGH

By BOND GEDDES, *Executive Vice President, Radio Manufacturers Association*

Geddes

THE Radio Manufacturers Association enters 1948 better equipped than ever before in its history to serve the radio industry and to help manufacturers solve some of the post-war problems that have come with a return to normal peacetime operations.

An expanded headquarters staff, with staff assistants for the Transmitter and Parts Divisions, enables RMA to provide all of its members with authoritative and timely information. Through its Board of Directors and many active committees, RMA is able to take prompt and effective action in behalf of the industry whenever necessary. Its statistical and other services and its engineering standards enable RMA members to keep well informed on production and industry progress.

With radio exports at a peak, RMA also is providing export managers of its member-companies with special data on American exports and reports on foreign markets for U. S. radio products.

•

Radio set production in 1947 appears likely at this writing to establish a new high for the industry. Indications are that the total net output will approach 17 million sets or two million more than in 1946 which in turn surpassed all prewar years. Moreover, due to a larger proportion of radio phonograph consoles, an increasing number of television receivers and proportionally fewer table models, radio set production in 1947 represents an even greater gain in dollar volume than it did in units.

Likewise, with a steady growth in FM and television broadcasting, plus an unusual expansion in AM or standard broadcasting stations, transmitter production was also at a peak in 1947 and seems likely to remain at a high level for several years at least.

•

RMA spent more money on merchandising sales promotion for the radio industry in 1947 than ever before in its history. Close to $100,000 was expended in the interest of RMA members and the industry to broaden the markets for radio equipment in the home, outdoors, and in public and private schools.

"A Radio-in-Every-Room—A-Radio-for-Everyone" was the dominant theme of a continuous promotion program which reached its climax during National Radio Week, which RMA co-sponsored with the National Association of Broadcasters Oct. 26-Nov. 1. By introducing a new concept of "saturation," based on an average of four radios in every home instead of one, RMA pointed the way not only to a vastly larger potential market for radio receivers but showed broadcasters how listening audiences can be correspondingly expanded.

•

With FM and television increasing steadily in importance and coverage, RMA and its member-companies have done much to promote these new broadcasting services.

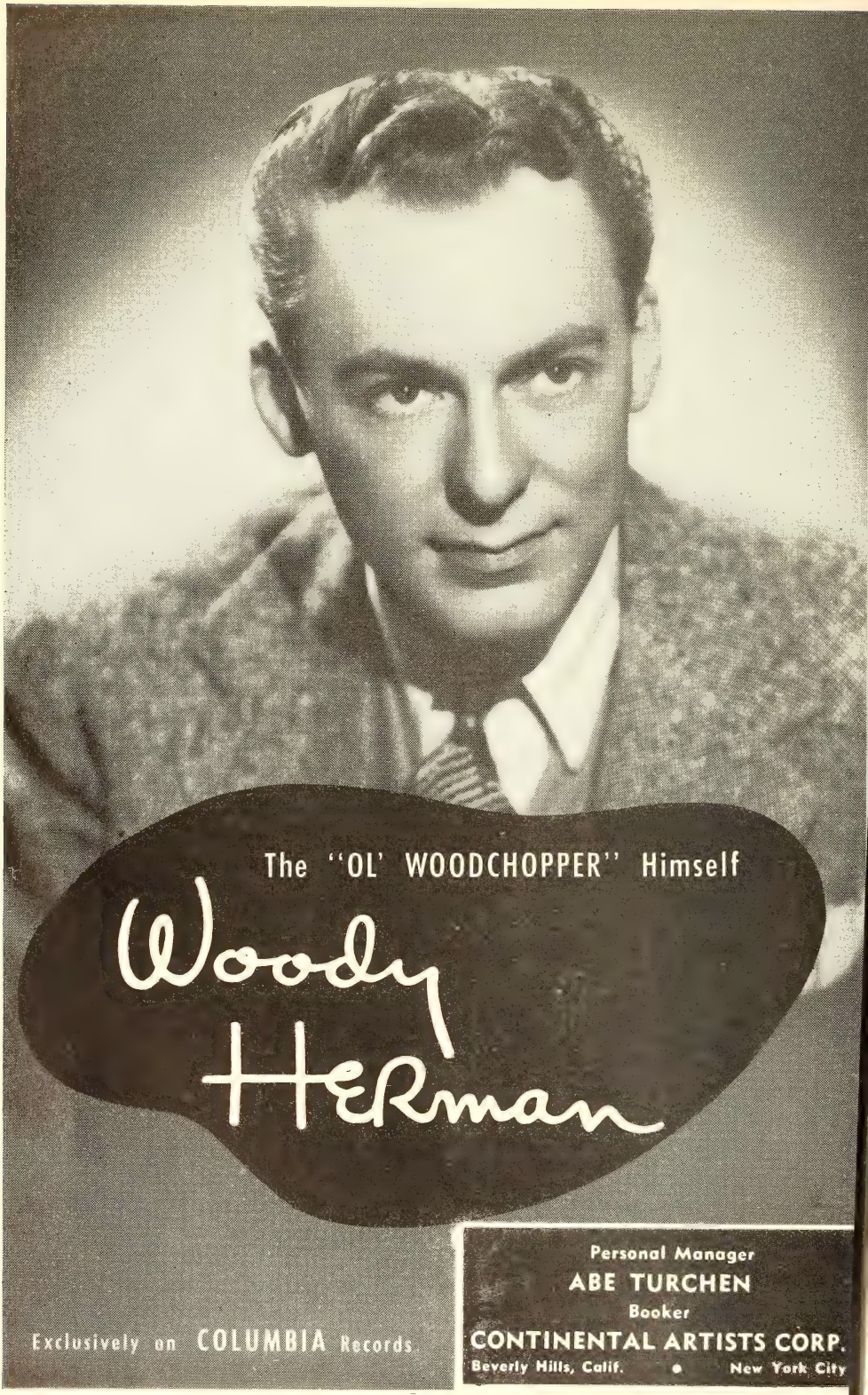
Through a special RMA-FMA Liaison Committee RMA cooperated with FM broadcasters in keeping the industry and the public informed on the progress of FM set and transmitter manufacturing and the factors limiting volume production.

Both FM and television set production, according to all indications, will establish new records in 1948. The radio industry is now geared to produce both of these types of receivers as rapidly as public demand for them is created through extension and improvement of the broadcasting services.

•

RMA, through its five divisions and its Engineering Department, is organized to serve all factors in the radio manufacturing industry and to keep abreast of technical and economic developments which affect the industry's current operations and its future. RMA will continue to serve the industry as it pushes further into the fields of radio-communications for individuals, as provided in the Citizens Radio Service, as well as of mobile equipment on land, in the air, and on the sea.

For Complete Listing of Equipment Manufacturers please Turn To Page 1165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Personal Manager
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CONTINENTAL ARTISTS CORP.
Beverly Hills, Calif. • New York City
Exclusively on COLUMBIA Records

SPORTSCASTERS—AN APPRAISAL

By **TED HUSING**, *President of the Sports Broadcasters' Association*

Husing

THE SBA has finally shaken loose from its pleasurable, lethargic state, and stepped into a fearless, vigorous front. For almost its entire seven years, the SBA managed to survive its regular Monday luncheon meetings (conducted through ten months of every year) which cemented the overall relations between the sports broadcaster and the promoters of all events, as well as the friendships of the members. Since the nation's most famous mike-men are listed in its roster (Bill Stern, NBC; Harry Wismer, ABC; Red Barber, CBS; Don Dunphy; Stan Lomax, et al), this weekly get-together, with famous guests visiting the meetings to discuss sports problems in candid fashion, proved to be a boon to the sports announcer in the metroplitan area, as it furnished him with an "inside" close-up of the doings in the world of athletics.

From time to time, attempts were made to add greater value to the objectives of the organization, and these proved adrenalin-shots in keeping the SBA firmly before the public. The annual SBA award to the nation's stadia (college or club), for service, facility and comfort for the sports broadcaster assigned to do a football game, became a sought-after one, and to Notre Dame, Michigan and Princeton, have gone these coveted honors. The association cooperated with government agencies throughout the war, and in this post-war period, supplying tailor-made recordings for hospitals, army posts and battlefronts, as well as furnishing live broadcasts beamed only to army zones of combat, and flying its members, on their own time, to posts in the States where they entertained or visited hospitals. It worked closely with the Attorney-General in aiding the national fight against juvenile delinquency, and brought the Mayor's office, in New York City, to the fore in aligning all New York City boys' welfare agencies into one big group for cooperative publicity by way of sports programs and sports participation.

The services rendered by the SBA through those seven years, earned for it innumerable awards from government and private agencies, citations from various civic groups, and plaques from a number of charitable organizations, for which the SBA group worked with great zeal.

This year, however, SBA decided to conduct an annual dinner, honoring the man who benefitted sports the most, with the First Annual Graham McNamee Memorial Award.

Branch Rickey, Mahtma of the Brooklyn Baseball Club, by majority vote of the members of the SBA, won the First Annual McNamee Award, and was gifted with the plaque by the distinguished New York Attorney, Louis Nizer, while Ex-Governor Harold Hoffman of New Jersey presided as Master of Ceremonies.

This occasion placed the SBA squarely in the nation's front rank as an organization anxious to enroll the country's sports broadcasters into a tightly knit group, available for every opportunity to benefit the world of sports, the general public and the youth of the land.

For now, in 1948 and henceforth, the national association will endeavor to improve the broadcasting of all sports, and encourage the increase, in the rank and file of men qualified to broadcast, either by radio or television, the rapid flow of all play-by-play accounts of sports events.

The SBA now branches out into a cohesive group fighting impurities in sports, seeking beneficial aids to young athletes, and crusading for better conditions for play-by-play reports. The SBA seeks the earnest cooperation of the men who place athletics before the nation's fans, and of the officials who place the broadcasts before the listening and seeing audiences.

Last year, in the RADIO ANNUAL, Ex-president Stan Lomax messaged the golden era of sports—1947 style. The year 1948 will demand platinum and platina—and the sports announcers anxiously want to keep apace of the wide scope of radio and television. Hence, the SBA's current race for a permanent place in the radio sun.

QUIZ KIDS

EIGHT YEARS FOR THE SAME SPONSOR

MILES LABORATORIES

makers of
Alka-Seltzer and One-A-Day Brand Vitamins
through
Wade Advertising Agency

Civic Opera Bldg., 20 N. Wacker Dr., Chicago

NBC Network
Sunday Afternoons
4:00 P.M. (E.S.T.)

Exclusive Radio Representative
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Chicago, Ill.
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North Hollywood, Calif.

Created and Produced By
LOUIS G. COWAN, INC.
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8 So. Michigan Avenue, Chicago 3, Ill.
Guaranty Building, 6331 Hollywood Blvd.
Hollywood 28, Calif.

MAIN STREET MEMORIES

By SID WEISS, *Staff Writer, RADIO DAILY*

Radio in America—Uncle Samaritan!

Weiss

● ● ● As the year rolls around, it's always a policy of our to look back at the radio realm and make note of the good that has been done by microphobia and its people. In short, while the gagmen prattle about radio's insanities from the soap operas to the jingles of the rhyming commercials, we are one student of the mike and its activities who maintains that the good radio does is far-reaching, vital and worthy of recognition here. Only a few weeks ago, Jack Benny, one of the leaders in the Who's Hooper in our time, took his entire radio show to Denver where scads and scads of money was raised for the March of Dimes. Likewise, laughable, lovable Judy Canova, the lady who's become known as radio's rural Jenny Lind, was chosen March of Dimes girl for '48, made countless appearances on shows from the coast, in person and at hospitals—the result meant more and more do re mi in the coffers of the Infantile Paralysis Fund.

☆ ☆ ☆

● ● ● Biggest interest raiser of the year was the "Miss Hush" goings-on which paraded another fancy figure into the charity cups. Radio, in short, like no other field of entertainment, is proving that Mr. America is Uncle Samaritan. Next time you're bored by a program which doesn't tickle your fancy, you may well ponder the thought that the program is supporting this wonderful instrument which is doing so much good in he interests of the needy. Nor does it all stop here with personal appearances, shows or stunt promotions.

☆ ☆ ☆

● ● ● Take Peter Donald, the bright young comic whom CCNY students chose as the man who tells a story better than anyone else in radio. Because he is one of radio's busiest gents, appearing on the nets no less than 18 times per week, his mentors hit upon the plan of recording his gag telling and sending the discs to hospitals and vet institutions. At places like Halloran Hospital currently over the inside amplifying system, hospital disc jockies spin these witty platters intermingled with the latest musical renditions. Another way which radio "sets a record" as samaritan.

☆ ☆ ☆

● ● ● In the inspirational dep't, the brains behind the weekly CBS "Mr. and Mrs. North" series, a five-year-old constant air favorite, came up with a theme which will henceforth serve as an all-year-round inspiration to the men in blue. Each year in the key cities, "Mr. and Mrs. North" placques are being awarded, with the full co-operation of local police and civic officials, to the outstanding Detectives of the Year. The value of such plans is threefold: It encourages the individual—it makes for a safer country—and it allows for radio to be used for a worthwhile cause.

☆ ☆ ☆

● ● ● To,, radio's people in their unending trips to the hospitals to entertain the still bedded vets hasn't let down in the slightest. Jimmy Savo, himself an amputee now, leaves no stone unturned in his journeys to these institutions. Jane Froman, veteran of the Clipper crash, is another. And so it goes. The field which started with a crystal set some two decades or so ago has proven it has a heart of gold. Most of its good deeds are performed quietly because they remain deeds encouraged merely by a will to help out—with no personal gains considered. Topmost in the radio field as far as gaining help for the needy funds of our times stands the Damon Runyan Cancer Fund which will be doing widespread good long after most of us have taken a final stroll on good ol' earth. For this, not only Walter Winchell, the guiding genius behind same, rates some of his own orchids but Uncle Sam, too, gets our citation of gratitude.

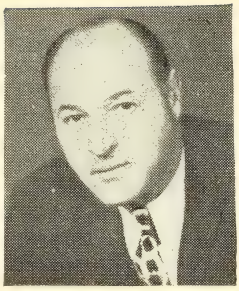
Compliments of a

Friend*

*As of January 1, 1948:
479 Stations (466 in service)
29,550,000 Radio Homes (Grade I Daytime "Listenability")

DISK JOCKEYS—WRITERS' MESSIAH

By PINKY HERMAN, *Staff Writer, RADIO DAILY*



Herman

WHEN Jimmy Durante first gave out with his famous "Everybody Wants To Get Into The Act," he could very easily have been talking about John Q. Public's inherent propensity to write the Nation's songhits . . . there is probably no calling which stirs and/or whets the secret ambitions of so great a number of Americans, as that of songwriting. From all walks of life, from all parts of the country, would-be songwriters, descend yearly upon Tin Pan Alley with bulging briefcases, filled with manuscripts. However, we can safely say that 99 per cent, after heart-breaking setbacks, return to their homes, perhaps crestfallen and disillusioned but definitely undeterred, for their manuscripts still deluge Music Publishers daily.

●

This fact may not mean much to those thousands of disappointed songwriters, as far as encouragement to continue writing is concerned, but they might better understand the reason why their manuscripts are returned, UNOPENED, if they realize that competition today is so keen, that of the 3,000 professional songwriters, (2,000 of whom are members of the American Society of Composers, Authors and Publishers) a very small group enjoy comparative success. They read of the successful writers such as Irving Berlin, Sigmund Romberg, Richard Rodgers, Oscar Hammerstein, Johnny Mercer, Hoagy Carmichael, Johnny Burke, Jimmy Van Heusen, Frank Loesser, Ray Henderson, W. C. Handy, Jimmy McHugh and a few others, but never hear of the struggles, heartaches and disappointments of the lesser fry of Tin Pan Alley. Every year new names come to the fore, but they, too, were not overnight sensations, but in their own ways had to overcome the most difficult of obstacles. In this category we can name writers including Dave Mann and Redd Evans (There, I've Said It Again), Carl Sigman and Bob Hilliard (Civilization), Bob Russell (Ballerina), Joan Whitney and Alex Kramer (Love, Love, Love), Sammy Gallup and Guy Wood (Shoo Fly Pie and Apple Pan Dowdy), Ross MacLean (Too Fat Polka), Sammy Mysels and Dick Sanford (Red Silk Stockings), Jack Owens (How Soon?), Francis Craig (Near You), Evans & Livingston's (To Each His Own). These fellows have been on the stem for years and have just broken through.

●

There, is, however, one ray of hope for the free-lance songwriter and that is, the Disk-Jockey. For years these announcers-turned-record emcees, had been making progress in the Radio firmament and, during the Second World War, finally came into prominence. Unlike orchestra leaders, who, when asked for a plug, often said, "When the song gets on the Peatman (compiled weekly lists of most played songs) or on the Hit Parade, I'll do your number," Disk Jockeys listened to recordings and if they liked a number, often plugged obscure songs to Hitdom. Kurt Webster, a DJ at WBT, Charlotte, is responsible for the revived hit, "Heartaches." Martin Block, Maurice Hart, Dick Gilbert, Johnny Olsen, Rush Hughes, Bea Wain and Andre Baruch, Sherman Feller, Graeme Zimmer and others plugged Frankie Laine's recording of "That's My Desire" onto the Hit Parade. They also were responsible for the success of Harmonicats' novel arrangements of "Peg O' My Heart," the Bullet record of "Near You," the Tower record of "How Soon" and Vaughn Monroe's Victor platter of "Ballerina."

Thus a new angle has been discovered which gives the free-lance and amateur writer a chance to move into the charmed circle. A fine recording of a new tune, if plugged enough by the Disk Jockeys, can assert itself. The Petrillo ban on the recording of new songs, however, temporarily keeps this gate shut but we are optimistic and feel that a compromise between the powers-that-be will be effected and once more the field will be wide open for those with good songs. The DJ has been responsible for many an orchestra leader playing a song which he had previously rejected. The DJ has done a great service to songwriters, publishers and recording companies and rates the gratitude of all Tin Pan Alley.

PHIL BRITO

Monogram Pictures — Musicraft Records
Associated Transcriptions

Past Performances

RALEIGH CIGARETTES, KREML PROGRAM, HILDEGARDE, KRAFT MUSIC HALL CONTENTED HOUR, MGM PROGRAM, DATE WITH MUSIC, CROSLEY SHOW, MARS CANDY.

64 CAROLINA AVE., NEWARK, N. J. ESsex 3-5414

1941—GROWTH OF STATIONS—1947

AM Outlets as of:	*Licenses*	*Construction Permits*	*Special Broadcast Stations*	*Operating Total*
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918
January 1943	910	7	—	917
February 1943	910	6	—	916
March 1943	909	5	—	914
April 1943	911	2	—	913
May 1943	911	2	—	913
June 1943	911	1	—	912
July 1943	911	1	—	912
August 1943	911	2	—	913
September 1943	911	2	—	913
October 1943	911	2	—	913
November 1943	911	2	—	913
December 1943	910	2	—	912
January 1944	910	2	—	912
January 1945	919	24	—	943
December 1945	1003	24	—	1027
December 1946	1062	464	—	1526
December 1947	1522	446	—	1968

** This figure includes 5 Special Broadcast Stations.

SMILIN'
ED McCONNELL

NBC
BROWN SHOE CO.
Coast-to-Coast

26th Radio Anniversary
May 30th, 1948

Never a sustaining program
Sponsored 26 years

TELEVISION NETWORK FACILITIES

By M. E. STRIEBY, (*Staff Executive, Long Lines Department, AT&T*)

Strieby

TELEVISION has finally emerged as a big business and is perhaps the most rapidly growing industry in the country. With receiving sets in the hands of the public counted in six figures, and a potential viewing audience of more than 20 million people now within range of network programs, all of us connected with this new industry are faced with serious problems in meeting the demand for equipment or service.

Television is communication. As such, it is certainly a business in which the Bell Telephone System has a real interest. Furthermore, television's requirements for network facilities and the know-how of network operation fit in as a natural by-product of the very large scale communication services which the Telephone Companies now furnish all over the country.

•

At the T.B.A. Conference a year ago L. G. Woodford, General Manager of the Long Lines Department of the American Telephone and Telegraph Company, told you about the television facilities which the Bell System had at that time and of their plans for future extensions. During the past year the television broadcasting industry has made notable growth and, similarly, the Bell System has made progress in providing facilities which will be needed by this new industry. I will give you a report of the progress we have made and of our further plans for providing television network facilities.

On the subject of inter-city facilities, it seems clear that the larger the audience reached the greater the value of television broadcasting. Large scale networks will not only spread the cost of program production, but will make it possible to view important events as they happen in different parts of the country. It would appear, therefore, that inter-city networks are very important—perhaps more important to television than they are to sound broadcasting.

The Bell System plans to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting. We will make use of two kinds of facilities—coaxial cable and radio relay. Both of these types are being developed and installed between major cities to provide needed circuits for telephone, sound program, television, and other private line services.

•

The radio relay system between New York and Boston was officially opened for experimental purposes on November 13. The demonstration at the opening ceremonies included operation of the system for multi-channel telephone purposes and television transmission. The television demonstration consisted of a special program, arranged for broadcasting by all stations connected to the network—three stations in New York, three in Washington, two in Philadelphia, and one each in Baltimore and Schenectady, N. Y. The program started with a television pick-up in New York, was next switched by radio relay to a pick-up in Boston, and then —via coaxial cable from New York to a pick-up in Washington. The arrangement thus demonstrated the adaptability of both the radio relay and coaxial systems for network operation.

•

Later, the New York-Boston radio relay system was used to demonstrate television transmission before the Institute of Radio Engineers on December 3 and the Television Broadcasters Association on December 10. On these occasions transmission included two loop circuits to Boston and back, for a total distance of 900 miles. The first use of this system by commercial broadcasters occurred on December 5 when the Louis-Walcott fight was carried to Boston.

JOHN GART

TRANSCRIPTION PROGRAM TRENDS

By JOHN L. SINN, *Executive Vice-President, Frederic W. Ziv Company*

Sinn

THERE is usually a tendency — and a not unnatural one at that — to be pontifical and/or pompously prophetic when any discussion of trends and tomorrows is aroused.

To be sure, we admit to a formidable knowledge of the transcription score, but we also own up to having been shocked on our own solid grounds during 1947. On the basic of that atomic wallop, we want to say here and now that there is no program trend worth the mention as far as E.T.'s are concerned. The only trend worth considering at all for this year of grace is the trend toward Programs wth the proverbial capital "P."

●

The proof? It's in the results, the most eloquent expression in any language and beyond challenge by the most astute. When we decided to create the most elaborate and costliest transcribed dramatic show, built around the extremely expensive and highly cultivated triple-A star, Ronald Colman, and supported by the very finest in cast, full-blown orchestra and technical-production-script values, all wrapped up in classical and semi-classical finery as inspired by the works of the greatest authors of all time, some of our severest critics and even some of our best friends, said that this time we had sure blown our top.

When the sponsor-station-listener response to our fabulous half-hour package proved overwhelming, our critics and friends did only a little backtracking; they said, "Oh, well, you were very lucky; the trend is toward quality drama and you came out with the product at just the right time." Or words to that effect.

●

We think our being lucky purely coincidental. The proof? The Colman-starring "Favorite Story" was managing to struggle along to the tune of some 300 stations, including airings in 46 of the "Top 50" cities in the country, and by many of the top-top local and regional sponsors (including a bunch of plenty smart companies who had seldom or never presented their own programs before but who could not resist the irresistible), when we decided, after the usual due consideration, upon a reverse play.

The play was Guy Lombardo—The Guy Lombardo Show—one of the two or three great names in the pop music business, and to the musical savants who know about such things, also one of the most durable. This was another dollar-dizzy adventure because we operated on the theory that if Lombardo measured 100 per cent in value, a couple of six added fillips would brand the show at least double in value. So we brought in master dictionist David Ross as narrator, the best craftsmen (writers, technicians, etc.) and the whole Lombardo crew—the Twin Pianos, Don Rodney, Kenny Gardner, The Lombardo Medley, the Vocal Trio and, for a topper, "The Famous Lombardo Picture Story" in which nostalgia joined the Muse in the building of a beautiful and tender, richly integrated narrative pattern.

Our severest critics and even some of our best friends said that this time we would fall flat on our face. They said the kilocycles were cluttered up with music —big and little orchestras, local and network disk jockeys, and all kinds of musical razzle-dazzles at a dime a dozen, some literally, others figuratively. Also, the trend was way from big name orchestras, and too expensive, anyway, for local and regional sponsorship.

●

It is true we fell flat on our face—after being loaded down with contracts for the Lombardo Show to the point where the man with "The Sweetest Music This Side of Heaven" was annexing better than 250 outlets and threatening Colman's crown.

Of course, two eggs don't make a full basket, a truism we cannot deny. So what about the other eggs? While Colman's Favorite Story (quality drama) and Lombardo's 30-minute confection (quality music) were acting like crazy on the sales barometer, our other packages, virtually all of them dissimilar, and all of them older than "Favorite" and the Lombardo production, were being grabbed by local and regional advertisers at a clip that made them record-breakers on our books.

BOB CROSBY

and the

"CLUB 15" Gang

The Andrews Sisters

Margaret Whiting

Jerry Gray

The Modernaires

Del Sharbutt

Murray Bolen

Carroll Carroll

Dave Gregory

Diana Bourbon

Campbell Soup's "CLUB 15" PROGRAM

CBS Network

Monday Thru Friday

7:30 P.M. E.S.T.
9:30 P.M. P.S.T.

Radio Daily's Almanac *of* Holidays and Special Events

1948

JANUARY

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
2: Georgia Admitted (1788).
3: Battle of Princeton (1777).
4: Utah Admitted (1896).
5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.
6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).
7: Millard Fillmore, 13th President Born (1800).
8: Anniversary of the Battle of New Orleans (Louisiana).
Battle of New Orleans (1815) Holiday in Louisiana.
9: Connecticut Ratified the U. S. Constitution (1788).
Connecticut Admitted (1788).
10: Ethan Allen Born (1737).
11: Alexander Hamilton Born (1757).
12: John Singer Sargent Born (1856).
13: Salmon Portland Chase Born (1808).
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Mathew B. Brady Died (1896).
17: Benjamin Franklin Born (1706).
Feast of St. Anthony.
18: Daniel Webster Born (1782).
19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).
20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson Born (1824).
24: Gold discovered in Calif. (1848).
25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scotch Poet Robert Burns Born (1759).
26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
27: Wolfgang Amadeus Mozart Born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).
28: Thomas Edison granted patent on his incandescent light (1880).
29: William McKinley Born (1843).
Kansas Admitted (1861).
30: Franklin D. Roosevelt Born (1882).
31: Franz Schubert Born (1797).
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

FEBRUARY

1: Victor Herbert Born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
2: Fritz Kreisler Born (1875).
2: Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
3: Horace Greeley Born (1811).
4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
7: Charles Dickens Born (1812).
8: Boy Scout Day.
9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).

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12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
16: Katharine Cornell Born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
21: Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
23: Johannes Gutenberg Died (1468).
25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) Born (1846).
27: Henry Wadsworth Longfellow Born (1820).
29: Leap Year. The name given to every year of 366 days.

MARCH

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
4: Pennsylvania Day.
Vermont Admitted.
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. Born (1841).
9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
10: Lillian D. Wald Born (1867).
11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
13: Standard Time established in U. S. (1884).
14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
15: Maine Admitted (1820).
Andrew Jackson Born (1767).
16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
18: Fast of Esther.
Grover Cleveland Born (1837).
19: William Jennings Bryan Born (1860).
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
23: Patrick Henry delivered his famous speech (1775).
25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.

APRIL

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
3: Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).

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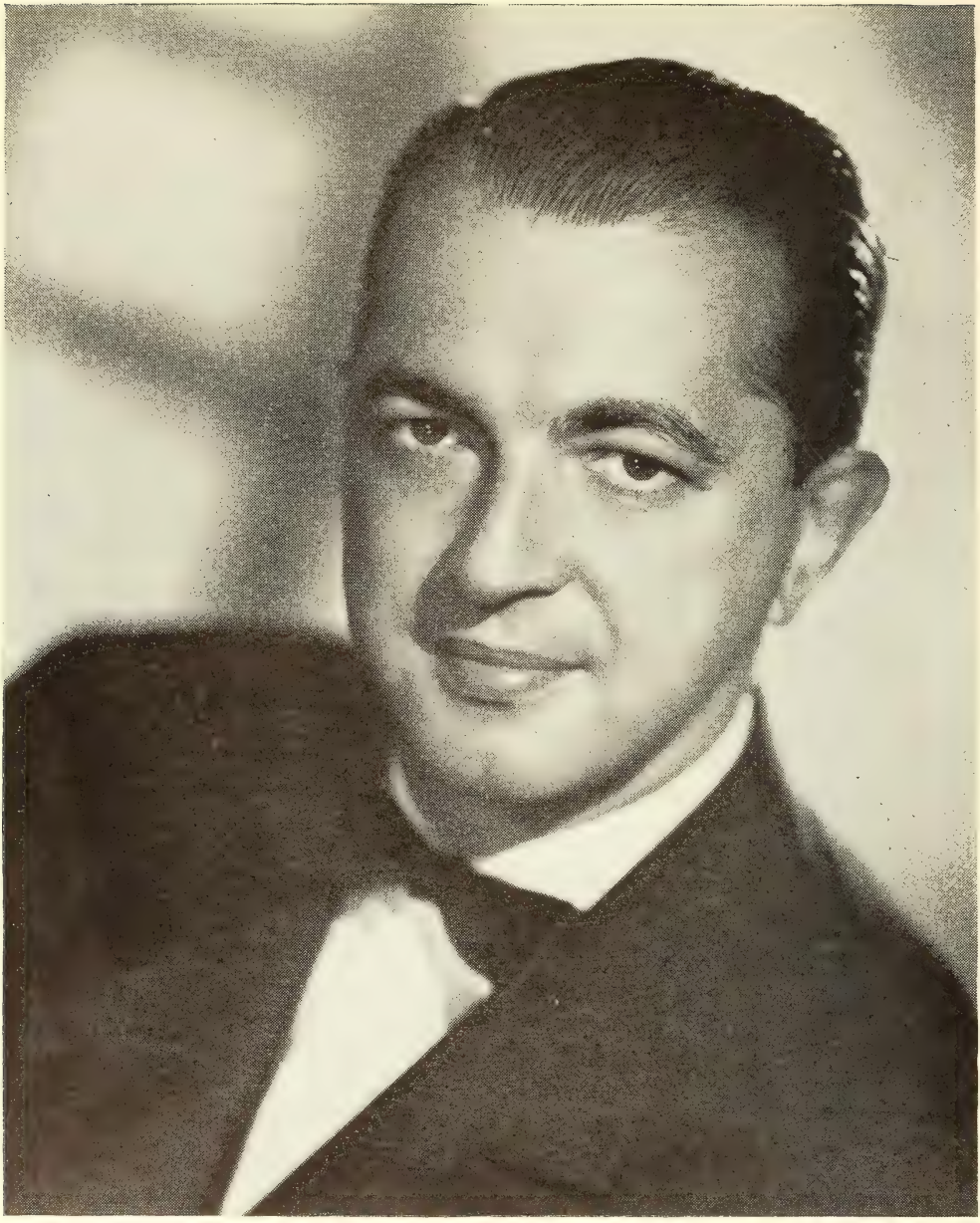
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson Born (1743).
14: Pan American Day.
15: Abraham Lincoln Assassinated (1865).
16: Charles Spencer Chaplin Born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas)
22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
23: James Buchanan Born (1791).
St. George Day (English).
24: First Newspaper Issued in America (1704)
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
St. Mark's Day.
26: Confederate Memorial Day (Florida, Georgia Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789)
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

MAY

1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).
7: Robert Browning Born (1812).
8: V.E. Day (1945).
9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day.
14: Rockefeller Foundation Granted Charter (1913).
15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
18: World Good-Will Day, formerly Peace Day.
19: First American Confederation of United Colonies of New England (1643).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
21: Lindbergh's Flight to Paris (1927).
22: National Maritime Day.
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).



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JUNE

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
7: Daniel Boone Day (Kentucky).
8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
10: Franklin Drew Lightning from Sky (1752).
Henry M. Stanley Born (1841).
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
Father's Day, 3rd Sunday in June.
21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
23: Penn Signs Peace Treaty With Indians.
24: San Juan Day (Puerto Rico).
25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
27: Hellen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Varsailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

JULY

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801)
6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).

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8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
31: Feast of St. Ignatius De Loyola.

AUGUST

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

SEPTEMBER

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).

CBS PRESENTS

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4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
19: Washington issued his farewell address to people of U. S. (1796).
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall Born (1775).
25: Balboa discovered the Pacific (1513).
25: Bill of Rights (1789).
26: George Gershwin Born (1898).
26: Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
26: Rosh Hashonah.
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.

OCTOBER

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
11: Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
12: Columbus Day.
14: William Penn Born (1644).
15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
16: Noah Webster Born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Toio Appointed Premier of Japan (1941).
Alaska Day.
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1845).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Navy Day.
Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

NOVEMBER

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: John Phillip Sousa Born (1854).
7: Marie Skladouska Curie Born (1867).
American Art Week.
8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pikes Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
30: Winston Churchill Born (1874).

DECEMBER

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787)
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
23: George Washington Resigned Army Commission (1783).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.

In The Air

Wherever you go by air, the chances are that your flight will be timed by a Benrus watch, for BENRUS is the official watch of famous airlines and airports!

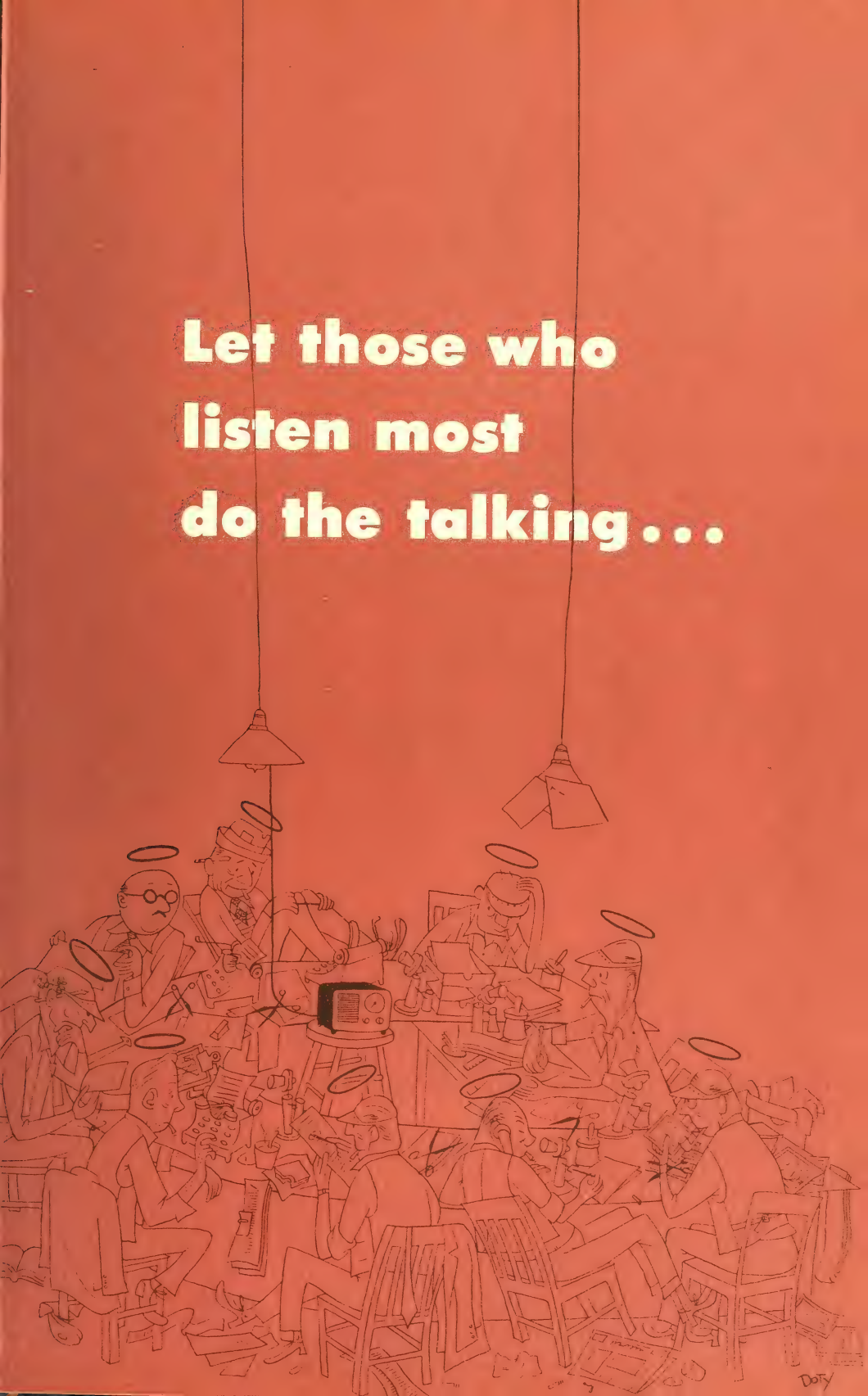
On The Air

Over 100 stations — coast to coast — broadcast BENRUS time signals that reach approximately 23,000,000 radio homes daily. A salute to these stations!

BENRUS

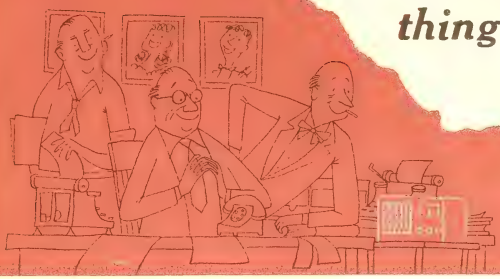
Official Watch of Famous Airlines

Let those who listen most do the talking . . .



"Original Programming: In this most important of all classifications, the Columbia Broadcasting System was far and away the leader. In a year marked by much vapid talk about lifting radio's standards, CBS actually did something creative."

—*The New York Times*



"CBS shows are...achieving a distinction all their own..."

—*New York Herald Tribune*

"CBS, which created that wonderful new comedy show, My Friend Irma, deserves credit for experimenting more than any other network."

—*New York Post*

"CBS program department coin splurge is probably unequalled among any of the other networks or among the top agencies . . . . but the web is also cognizant of one of the swiftest payoffs in network annals — "Irma" and Godfrey, both moderately-budgeted, hitting the top 15 bigtime within three months after bowing in commercially."

—Variety

"CBS is the most imaginative of the networks . . ."

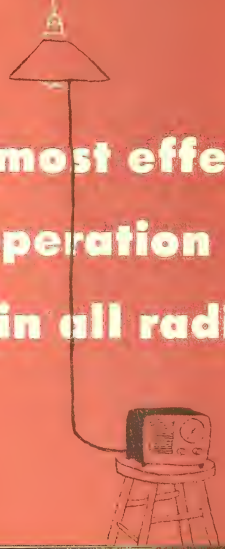
—PM

And the new hit shows of 1948 will keep coming from CBS

. . . because CBS has more skill *and* more manpower concentrated in producing top-flight, air-tested programs than any other network

. . . because only at CBS does top management work closely on programming

. . . because CBS shapes its shows to bring advertisers large audiences at *lowest* cost



CBS . . . the most effective program operation in all radio

TELEVISION ARRIVED IN 1947

By GEORGE L. MOSKOVICS, *Commercial Manager, CBS Television Station WCBS-TV*

Moskovics

NINETEEN forty-seven can be put down as the year when television really started to turn the corner; the year when circulation in merchandiseable quantities began to emerge; the year when commercial television networking was born and the year when advertisers began to get sales in addition to "experience" and "franchises" for their television dollars.

To be sure, when compared with other mass media, the merchandising accomplishments of television are modest. But, television has sold all manner of products from high priced automobiles to razor blades; there has been a sound, healthy beginning. During the year the number of advertisers using television increased six-fold, from 23 in March to 139 in October. While, as was to be expeeted, the major schedules were run by members of the "100 largest", many much smaller advertisers, both retailers and small distributors, used television to advantage.

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A noteworthy development of 1947 was the emergence of sports as the most popular program type. Because sports shows are put on by the most experienced producers (the sports promoters) in the most ideal settings (the arenas, ball parks, etc.) with the greatest casts (the country's proficient and colorful players), sports naturally achieve a peak of program excellence not yet attainable by other program forms.

It was not surprising, therefore, that in almost every survey of relative program popularity sports took first place. A striking confirmation of this popularity is found in the extent to which advertisements of television receivers show scenes on the screens of the pictured receivers.

Nor was it any less surprising that many of the country's largest and shrewdest advertisers used sports for their television programming. Whereas in 1945-6 many sports shows were carried as sustainers, in 1947, sponsorship of sports events grew to the point where during the latter part of the year almost all available sports packages carried an advertiser's sales message.

1947 saw the inauguration of regular daytime television. Several daytime programs, broadcast principally between the hours of 1 and 2 p.m., directed to the interest and entertainment of housewives made their debuts. And from the enthusiasm with which they were received, it is evident that daytime programming has made a vigorous start.

Another striking note of 1947, was the marked improvement in the development of commercial techniques. The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television. Building on the earlier experience in the medium, many advertising agencies began to develop marked proficiency in devising and executing commercials of increasing effectiveness.

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There was a noticeable trend away from the merely "cute" commercial to more direct and thoughtful demonstrations and other presentations of the true values of goods and services. Studies among viewers indicated a preference for informative advertising and away from the devious concealed approach.

Numerous case histories came to light during 1947. They range all the way from gratifying records for low costs per inquiry and noteworthy sales for established lines through normal dealer outlets, to successful use of the medium to obtain distribution for new products.

As a result, there is a healthy degree of interest in television marked by some competition for favorable availabilities of both time spots and programs. Tardy and lethargic advertisers, complacently comparing television with radio, are finding it increasingly difficult to satisfy their requirements in the comparatively limited field of television, certainly a wholesome situation for the medium.

All in all, 1947 has been a year of great progress for this dynamic new medium. It has learned many good lessons from its own past experience. Beyond question, it is taking on the stature and stability.

Our Job at BMI is SERVICE in MUSIC

BMI emphasizes its *Service in Music* through a wide variety of practical aids to the broadcaster . . .

BROADCASTERS today receive regularly such special aids as CONTINUITY – COPYRIGHT RESEARCH BULLETINS – HOLIDAY MUSIC LISTS – PIN UP SHEETS – NEWSLETTER – SONGS OF THE MONTH – PIN UP PATTER – RECORDATA – MUSIC MEMO – GRATIS MUSIC – RECORD PURCHASING ASSISTANCE. These special services are provided without cost to all BMI licensees.

MUSIC FOR EVERY NEED – BMI which had enough music for the entire needs of broadcasters in 1941, today has increased its repertoire of performable music by more than 400%.

In American folk music BMI surpasses any other licensing agency. In Latin-American music BMI is equally outstanding. In every classification – current popular songs, dance music, hot jazz, serious and semi-classical – the BMI repertoire provides sufficient music to fill every program need.

INDUSTRY OWNED AND OPERATED – BROADCAST MUSIC, INC. was established and is maintained and operated by and for the broadcasting industry. *Management of BMI is directed and guided by a Board of Directors elected by the broadcasting industry, and functions solely in your interest as a broadcaster.*

When It's BMI . . . It's Yours

- Every bar of music in BMI's versatile and enormous catalogue is yours.
- Every service offered by BMI to improve music programming is yours.
- Every BMI song performed over the air is yours.
- Because, you see, BMI itself is yours. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

BROADCAST MUSIC, INC

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI BOARD OF DIRECTORS—*Left to right:* Frank K. White, Leonard Kapner, John Elmer, Robert D. Swezey (standing), J. Leonard Reinsch, Sydney M. Kaye, Justin Miller, Carl Haverlin, Joseph A. McDonald, Paul Morency, J. Harold Ryan, William S. Hedges.

BMI Reports to the Industry

From its very inception BMI has had the full support and cooperation of the broadcasting industry. As a result its growth has kept pace with the general progress of the industry as a whole.

Today, all but four of the broadcasting stations in the United States and Canada, as well as all the national and regional networks are licensees of BMI. And all of them make a very substantial use of the BMI music repertory.

Conservatively, 99% of the dollar volume in the industry is represented by BMI licensees.

Of the total number of BMI licensees (there were 1,966 as of January 15, 1948):

1,029 are stations affiliated with the national networks
591 are independent stations
211 are F-M, Television and Short-wave broadcasters
115 are Canadian stations
20 are in U. S. territorial possessions

At the start of 1948 BMI granted licenses to 1,693 hotels, night clubs and other establishments where music is performed.

BMI's strength comes not alone from its large family of licensees. An equally great number of affiliate publishers, more than 1,000 to date, combine their catalogs to provide hundreds of thousands of selections whose radio and other performing rights, including television rights, are held exclusively by BMI. Thousands of modern arrangements of favorite compositions in the Public Domain further enhance the BMI library.

In foreign music, the works of the composers and publishers of performing rights societies of Brazil, Chile, Columbia, Cuba, and Mexico is made available to broadcasters through BMI. In addition the BMI repertory includes important catalogs of Canada and Italy.

Through a variety of practical services to broadcasters, BMI has been accepted as indispensable to the industry. Consequently, broadcasters throughout North America are demonstrating their preference in the performance use of BMI-licensed music.

In all fields of music — popular, folk, educational and standard — BMI has opened new sources of music by having developed a vast repertoire that might never have existed. BMI has stimulated and encouraged hundreds of talented young composers and new publishers.

Through its own publishing activities, those of its newly acquired subsidiary, Associated Music Publishers, Inc, (AMP), and those of its affiliate publishers, BMI continues to expand its music library and its services so that it will continue to play a vital role in music and radio.

BROADCAST MUSIC, INC.

580 FIFTH AVENUE, NEW YORK 19, N. Y.

New York • Chicago • Hollywood

IMPORTANT RADIO Telephone Numbers IN NEW YORK

AM Radio Stations

WAAT (N. Y. Office) ..... REctor 2-5878
WABF ..... RHinelander 4-1647
WCAU (N. Y. Office) ..... WIckersham 2-2000
WCBS ..... WIckersham 2-2000
WBNX ..... MEirose 5-0333
WCAU (N. Y. Office) ..... WIckersham 2-2000
WEVD ..... BRyant 9-2360
WGN (N. Y. Office) ..... MUrray Hill 2-3033
WHLI ..... VIgilant 4-0707
WHN ..... BRyant 9-7800
WHOM ..... PLaza 3-4204
WIBX (N. Y. Office) ..... MUrray Hill 7-5341
WINS ..... BRyant 9-6000
WIP ..... MUrray Hill 3-9447
WJZ ..... CIrcle 7-5700
WKNY (N. Y. Office) ..... BRyant 9-2927
WLIB ..... MUrray Hill 3-6903
WLW ..... CIrcle 6-1750
WMCA ..... CIrcle 6-2200
WNBC ..... CIrcle 7-8300
WNEW ..... PLaza 3-3300
WNJR ..... MArket 3-2700
WOR ..... LOngacre 4-8000
WOV ..... CIrcle 5-7979
WPAT (N. Y. Office) ..... PEnnsylvania 6-2945
WQXR ..... CIrcle 5-5566
WWRL ..... NEwtown 9-3300

FM Radio Stations

WABF ..... RHinelander 4-1647
WBAM ..... LOngacre 4-8000
WCBS—FM ..... WIckersham 2-2000
WGHF ..... LExington 2-4927
WGYN ..... BOwling Green 9-4054
WNBC—FM ..... CIrcle 7-8300
WMGM ..... BRyant 9-7800
WQXQ ..... CIrcle 5-5566

Television Stations

WABD ..... PLaza 3-9800
WCBS—TV ..... MUrray Hill 6-6340
WNBT ..... CIrcle 7-8300

National Networks

American Broadcasting Co. ..... CIrcle 7-5700
Columbia Broadcasting System ..... WIckersham 2-2000
Keystone Broadcasting System ..... LOngacre 3-2221
Mutual Broadcasting System ..... PEnnsylvania 6-9600
National Broadcasting Co. ..... CIrcle 7-8300

Station Representatives

Advertising Time Sales Co. ..... MUrray Hill 6-1788
ABC Spot Sales, American Bcstg. Co. .. WIsconsin 7-1737
Avery-Knodel, Inc. ..... PLaza 3-2622
Blair, John & Co. ..... MUrray Hill 9-6084
Bolling Co., Inc., The ..... PLaza 9-8150
Branham Co., The ..... MUrray Hill 6-1860
Burke, Kulpers & Mahoney, Inc. ..... MOhawk 4-9761
Burn-Smith Co., Inc. ..... MUrray Hill 2-3124
Capper Publ., Inc. ..... MOhawk 4-3280
Clark Co., Inc., Thomas F. ..... MUrray Hill 4-6317
Clark-Wandless Co. ..... MUrray Hill 7-6958
Columbia Bcstg. System, Inc. ..... WIckersham 2-2000
Cooke, Donald, Inc. ..... MUrray Hill 2-7270
Cowles Radio Stations ..... PLaza 3-4204
Cox & Tanz ..... LExington 2-2450
DeLisser, Inc. ..... MUrray Hill 2-1753
Forjoe & Co. ..... VAnderbilt 6-5080
Free & Peters, Inc. ..... PLaza 5-4180
The Friedenberg Agency Inc. ..... LOngacre 3-4474
Gilman, Nicoll & Ruthman ..... MUrray Hill 2-9049
Grant, W. S. Co., Inc. ..... BRyant 9-1374
Griffith, Homer Co. ..... MUrray Hill 6-4080
Hagg, Arthur H. & Assoc. Inc. ..... MUrray Hill 2-8865
Headley-Reed Co. ..... MUrray Hill 3-5467
Hollingbery, George P. Co. ..... MUrray Hill 3-9447
Holman, Hal, Co. ..... MUrray Hill 3-3421
Katz Agency, Inc., The ..... WIsconsin 7-8620
Lorenzen & Thompson, Inc. ..... MEdallion 3-1750
McGeehan & O'Mara, Inc. ..... WIckersham 2-0512
McGillvra, Joseph Hershey, Inc. .. MUrray Hill 2-8755
McKinney, J. P. & Son ..... CIrcle 7-1178
National Bcstg. Co., Inc. (Spot Sales) .. CIrcle 7-8300
Pacific Northwest Bcstrs. ..... MUrray Hill 2-7986
Pan-American Bcstg. Co. ..... MUrray Hill 2-0810
Pearson, John E., Co. ..... PLaza 8-2255
Perry, John H. Assoc. ..... MUrray Hill 4-1647
Petry, Edward & Co., Inc. ..... MUrray Hill 2-4401
Meeker, Robert Assoc., Inc. ..... MUrray Hill 2-2170
Radio Sales ..... WIckersham 2-2000
Rambeau, William G. Co. ..... LExington 2-1820
Raymer, Paul H., Co., Inc. ..... MUrray Hill 7-6540
Sears & Ayer, Inc. ..... LExington 2-0772
Taylor-Howe-Snowden Radio Sales, Inc. PEnnsylvania 6-6857
Universal Radio Sales ..... CIrcle 6-7447
Walker Co., Inc. ..... MUrray Hill 7-8288
Weed & Co. ..... MUrray Hill 7-7772
Wood, Helen, & Colton ..... MUrray Hill 7-5341
Young, Adam J., Jr., Inc. ..... LOngacre 3-1926

Advertising Agencies

N. W. Ayer & Son, Inc. ..... CIrcle 6-0200
Badger & Browning & Hersey, Inc. ..... CIrcle 7-3720
Ted Bates, Inc. ..... CIrcle 6-9700
Batten, Barton, Durstine & Osborn, Inc. ..... ELdorado 5-5800
Benton & Bowles, Inc. ..... MUrray Hill 8-1100
Bermingham, Castleman & Pierce, Inc. ..... LExington 2-7550
The Biow Co., Inc. ..... PLaza 7-4100
Brooke, Smith, French & Dorrance, Inc. ..... MUrray Hill 6-1800
Franklin Bruck Advertising Corp. ..... CIrcle 7-7660
Buchanan & Co., Inc. ..... MEdallion 3-3380
Calkins & Holden ..... WIckersham 2-6900
Campbell-Ewald Co. of N. Y., Inc. ..... CIrcle 7-6383
Cecil & Presbrey, Inc. ..... WIckersham 2-8200
Compton Advertising Inc. ..... CIrcle 6-2800
Dancer-Fitzgerald-Sample, Inc. ..... WIckersham 2-4200
D'Arcy Advertising Co. ..... PLaza 8-2600
Doherty, Clifford & Shenfield, Inc. ..... BRyant 9-0445
Donohue & Coe, Inc. ..... COlumbus 5-4252
Erwin, Wasey & Co., Inc. ..... MOhawk 4-8700
William Esty & Co. ..... CAledonia 5-1900
Federal Advertising Agency, Inc. .. MUrray Hill 8-4200
Foote, Cone & Belding ..... WIckersham 2-6600
Fuller & Smith & Ross, Inc. ..... MUrray Hill 6-5600
Gardner Advertising Co. ..... COlumbus 5-2000
Geyer, Newell & Ganger, Inc. ..... WIckersham 2-5400
Grant Advertising, Inc. ..... BRyant 9-6100
The M. H. Hackett Co. ..... CIrcle 6-1950
Hixson O'Donnell Adv., Inc. ..... BRyant 9-5950
Robert Holley & Co., Inc. ..... CIrcle 7-3822
Charles W. Hoyt Co., Inc. ..... MUrray Hill 2-0850
Kastor, Farrell, Chesley & Clifford, Inc. ..... COlumbus 5-6135
The Joseph Katz Co. ..... WIckersham 2-2740
Kayton-Spiero Co., Inc. ..... LOngacre 5-5090
Kenyon & Eckhardt, Inc. ..... PLaza 3-0700
Kiesewetter, Wetterau & Baker, Inc. .. LExington 2-0025
Abbott Kimball Co., Inc. ..... PLaza 3-9600
Kudner Agency, Inc. ..... CIrcle 6-3200

Al Paul Lefton Co., Inc. ..... VAnderbilt 6-4340
Lennen & Mitchell, Inc. ..... MUrray Hill 2-9170
Marschalk & Pratt, Co. ..... VAnderbilt 6-2022
J. M. Mathes, Inc. ..... LExington 2-7450
McCann-Erickson, Inc. ..... CIrcle 5-7000
McKee & Albright, Inc. ..... COlumbus 5-2058
Maxon, Inc. ..... ELdorado 5-2930
C. L. Miller Co. ..... MUrray Hill 2-1010
Emil Mogul Co., Inc. ..... COlumbus 5-2482
Morse International, Inc. ..... MUrray Hill 7-7200
Newell-Emmett Co. ..... MUrray Hill 3-4900
Peck Advertising Agency, Inc. ..... PLaza 3-0900
Pedlar & Ryan, Inc. ..... PLaza 5-1500
Redfield-Johnstone, Inc. ..... PLaza 3-6120
Arthur Rosenberg Co., Inc. ..... CHickering 4-4420
Ruthrauff & Ryan, Inc. ..... MUrray Hill 6-6400
Sherman & Marquette, Inc. ..... CIrcle 6-1550
Street & Finney, Inc. ..... BRyant 9-2400
J. D. Tarcher & Co., Inc. ..... CIrcle 6-2626
J. Walter Thompson Co. ..... MUrray Hill 3-2000
Weiss & Geller, Inc. ..... PLaza 3-4070
Warwick & Legler, Inc. ..... MUrray Hill 6-8585
Wm. H. Weintraub & Co., Inc. ..... CIrcle 7-4282
Ward Wheelock Co. ..... PLaza 3-7120
Young & Rubicam, Inc. ..... MUrray Hill 3-8400

Publications

Advertising Age ..... BRyant 9-6431
Advertising & Selling ..... MUrray Hill 5-9770
Billboard, The ..... MEdallion 3-1616
Broadcasting ..... PLaza 5-8355
Metronome ..... PLaza 3-7253
Printers' Ink ..... MUrray Hill 3-6500
Standard Rate & Data Service ..... LExington 2-6611
Radio Craft ..... REctor 2-9690
RADIO DAILY ..... WIsconsin 7-6336
Radio Mirror Magazine ..... LExington 2-9050
Radio & Television Retailing ..... PLaza 3-1340
Radio & Television Weekly ..... WAlker 5-2576
Sales Management ..... MOhawk 4-1760
Televisor, The ..... LOngacre 5-1683
TELEVISION DAILY ..... WIsconsin 7-6336
Television Magazine ..... PLaza 3-5748
Tide ..... MUrray Hill 3-7700
Variety ..... BRyant 9-8153

News Associations

Associated Press ..... CIrcle 6-4111
International News Service ..... MUrray Hill 2-0131
Press Association, Inc. ..... CIrcle 6-4111
Reuters ..... BRyant 9-8558
Transradio Press Service, Inc. ..... MUrray Hill 2-4053
United Press ..... MUrray Hill 2-0400

Talent Agencies

James Appell ..... PLaza 3-7840
Batchelor Enterprises, Inc. ..... CIrcle 6-4224
Columbia Concerts, Inc. ..... CIrcle 7-6900
Consolidated Radio Artists, Inc. ..... COlumbus 5-3580
Frank Cooper Associates ..... VAnderbilt 6-5661
Wallace Downey, Inc. ..... CIrcle 6-6646
Evans & Salter ..... CIrcle 7-6900
Fanchon & Marco, Inc. ..... CHickering 4-3956
Frederick Bros. Artists Corp. ..... CIrcle 6-2144
Gale, Inc. ..... LOngacre 3-0350
Hesse & McCaffrey ..... ELdorado 5-1076
Estella H. Karn ..... VAnderbilt 6-3860
Bob Kerr ..... COlumbus 5-8051
Mark J. Leddy ..... BRyant 9-1631
Ben B. Lipset, Inc. ..... CHickering 4-2466
A. & S. Lyons, Inc. ..... PLaza 3-5181
Management Corp. of America ..... WIckersham 2-8900
A. T. Michaud ..... CIrcle 7-4064
William Morris Agency, Inc. ..... CIrcle 7-2160
Music Corporation of America ..... WIckersham 2-8900
National Concert & Artists Corp. ..... PLaza 3-0820
Myron Selznick & James L. Saphire & Co. CIrcle 7-6200
Franklin H. Small ..... CIrcle 6-9400
Roy Wilson (Wilson, Powell & Hayward) PLaza 9-4961

Organizations, Unions and Government Agencies

Actors' Equity ..... BRyant 9-3550
Advertising Federation of America ..... BRyant 9-0430
AAAA ..... LExington 2-7980
American Communications Assn. ..... COrtlandt 7-1374
American Federation of Musicians ..... PLaza 8-0600
AFRA ..... VAnderbilt 6-1810
ASCAP ..... COlumbus 5-7464
American Television Society ..... MUrray Hill 7-9250
ANPA ..... CAledonia 5-2000
Broadcast Music, Inc. ..... PLaza 7-1800
Federal Communications Comm. ..... WAdsworth 4-1000
Federal Trade Commission ..... WHitehall 3-8000
Institute of Radio Engineers ..... REgent 7-9600
Music Publishers' Protective Association ..... CIrcle 6-3084
NAPA ..... CIrcle 7-8194
NASR ..... MUrray Hill 7-7772
Professional Music Men, Inc. ..... COlumbus 5-7362
Radio Writers Guild ..... MUrray Hill 6-5251
SESAC, Inc. ..... MUrray Hill 5-5365
Song Writers' Protective Association ..... COlumbus 5-3758
Television Broadcasters Ass'n, Inc. ..... LAckawanna 4-4788
U. S. Army, Radio Section ..... REctor 2-9100
U. S. Navy, Radio Section ..... REctor 2-9100

Program, Transcription and Recording Cos.

Advance Television Picture ..... COlumbus 5-5400
Advertisers Recording Service, Inc. ..... CIrcle 6-0141
Alton Alexander Radio Prod. ..... LOrraine 8-3100
American Institute of Food Prod., Inc. ..... PLaza 3-7146
Assoc. Program Service, Inc. ..... BRyant 9-1245
Assoc. Radio-Television Prod. ..... LOngacre 3-7040
Basch Radio Prod. ..... MUrray Hill 2-8877
V. S. Becker Adv. Service ..... BRyant 9-7577
Ruth & Gilbert Braun ..... MUrray Hill 3-9580
Byron Productions Co. ..... CIrcle 6-2677
Cinemart, Inc. ..... MUrray Hill 4-1562
Columbia Transcriptions ..... CIrcle 5-7300
Louis G. Cowan, Inc. ..... PLaza 9-3700
Gordon M. Day Adv. Service ..... PLaza 3-3460
Decca Records, Inc. ..... COlumbus 5-2300
Empire Broadcasting Corp. ..... PLaza 9 4500
Fenton Productions ..... PLaza 5-2940
Carl Fischer Recording Studios ..... CIrcle 7-2965
Ford Bond Radio Prod. Inc. ..... CIrcle 7-2236
Allen A. Funt Radio Prod. ..... MUrray Hill 7-8741
Gale, Inc. ..... LOngacre 3-0350
General Artists Corp. ..... CIrcle 7-7543
Harry S. Goodman Radio Prod. ..... WIckersham 2-3338
Gotham Radio Prod., Inc. ..... GRamercy 5-7614
Mary Howard Recordings ..... PLaza 3-4800
Hummert Radio Features ..... WIckersham 2-2700
Kermit-Raymond Corp. ..... ELdorado 5-5511
Keystone Broadcasting System, Inc. ..... LOngacre 3-2221
Lang-Worth Feature Programs Inc. ..... CIrcle 6-7410
Phillips H. Lord, Inc. ..... WIckersham 2-2211
The Ted Mack Co. ..... MUrray Hill 8-0370
Charles Michelson, Inc. ..... CHickering 4-5058
Michelson & Sternberg, Inc. ..... CHickering 4-5060
William Morris Agency, Inc. ..... CIrcle 7-2160
Music Corp. of America ..... WIckersham 2-8900
Muzak Corp. ..... PLaza 7-7700
NBC Radio-Recording Division ..... CIrcle 7-8300
National Concert & Artists Corp. ..... PLaza 3-0820
Peterson Radio Prod. ..... MUrray Hill 6-5669
Press Association, Inc. ..... CIrcle 6-4111
Prockter Radio Prod., Inc. ..... CIrcle 6-4091
Radio Features of America ..... BRyant 9-9622
Radio Production Service ..... PLaza 3-8940
Radio Program Management ..... MUrray Hill 8-0370
Reeves Sound Studios, Inc. ..... MUrray Hill 7-6970
Richman Productions ..... MUrray Hill 2-5854
Rockhill Radio ..... ELdorado 5-1860
Bernard L. Schubert, Inc. ..... PLaza 3-4670
SESAC, Inc. ..... MUrray Hill 5-5365
Henry Souvaine, Inc. ..... CIrcle 7-5666
Star Transcriptions, Inc. ..... PLaza 9-2249
Charles Stark Prod. Corp. ..... MUrray Hill 2-2636
Richard Stark & Co. ..... CIrcle 6-7337
Television-Radio Enterprises, Inc. ..... PLaza 5-6594
Towers of London, Ltd. ..... BRyant 9-9622
United Press Association ..... MUrray Hill 2-0400
Thomas J. Valentino, Inc. ..... CIrcle 6-4675
Video Associates, Inc. ..... PLaza 3-7966
Chick Vincent & Co. ..... ELdorado 5-0734
Von Baumann Studios ..... RHinelander 4-5508
Roger White Prod. ..... PLaza 5-3560
Wolf Associates, Inc. ..... PLaza 5-7620
World Broadcasting System, Inc. ..... COlumbus 5-2300
Frederic W. Ziv Co., Inc. ..... MUrray Hill 8-4700

IMPORTANT RADIO
Telephone Numbers
in CHICAGO

AM Radio Stations

KTSP (Chicago office)	SUPerior 8659
WAAF	RANdolph 193.
WAIT	FRAnklin 0660
WBBM	WHItehall 6000
WCAU (Chicago office)	SUPerior 5072
WCFL	SUPerior 5300
WCRW	LINcoln 2188
WEDC	ROCkwell 9461
WENR	DELaware 1900
WGES	SACramento 1700
WGN	SUPerior 0100
WHFC	ROCkwell 7756
WHIP	DEArborn 8600
WIND	WHItehall 2170
WINS (Chicago office)	STAte 0366
WJJD	STAte 5466
WLS	MONroe 9700
WLW (Chicago office)	STAte 0366
WMAQ	SUPerior 8300
WMBI	MIChigan 1570
WMCA (Chicago office)	SUPerior 5072
WNMP	GREenleaf 1590
WOR (Chicago office)	SUPerior 5110
WSBC	MONroe 9060

FM Radio Stations

WEAW	UNIversity 4603
WGNB	SUPerior 0100
WWZR	STAte 1357

Television Stations

WBKB	FRAnklin 6446
WTZR	BERkshire 7500
WGNA	SUPerior 0100

National Networks

American Broadcasting Co.	DELaware 1900
Columbia Broadcasting System	WHItehall 6000
Keystone Broadcasting System	STAte 4590
Mutual Broadcasting System	WHItehall 5060
National Broadcasting Co.	SUPerior 8300

Station Representatives

John Blair & Co.	SUPerior 8659
The Branham Co.	CENtral 5726
Burn-Smith Co.	CENtral 4437
Capper Publications	CENtral 5977
Cox & Tanz	FRAnklin 2095
The Foreman Co.	FRAnklin 2359
Free & Peters	FRAnklin 6373
Headley-Reed Co.	FRAnklin 4686
George P. Hollingbery	ANDover 2636
Hal Holman Co.	FRAnklin 0016
The Katz Agency	CENtral 4006
Joseph Hershey McGillvra	STAte 5282
J. P. McKinney & Son	SUPerior 9866
National Broadcasting Co.	SUPerior 8300
John E. Pearson Co.	FRAnklin 2359
John H. Perry Associates	HARrison 8085
Edward Petry & Co.	DELaware 8600
Radio Sales	WHItehall 6000
Radio Advertising Corp.	CENtral 1742
William G. Rambeau Co.	ANDover 5566
Paul H. Raymer Co.	SUPerior 4473
Reynolds-Fitzgerald, Inc.	STAte 4294
Sears & Ayer	SUPerior 8177
Spot Sales, Inc.	FRAnklin 8520
The Walker Co.	STAte 5262
Weed & Co.	RANdolph 7730
Howard H. Wilson Co.	CENtral 8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph 0830
N. W. Ayer & Son, Inc.	RANdolph 3456
BBD&O	SUPerior 9200
Dancer-Fitzgerald-Sample	STAte 3800
Buchanan & Co.	DELaware 5522
Leo Burnett Co.	CENtral 5959
Campbell-Ewald Co.	CENtral 1946
The Caples Co.	SUPerior 6016
Critchfield & Co.	SUPerior 3061
Doremus & Co.	CENtral 9132
Sherman K. Ellis & Co.	HARrison 8612
Erwin, Wasey & Co., Ltd.	RANdolph 4952
Albert Frank-Guenther Law, Inc.	DEArborn 6424
Foote, Cone & Belding	SUPerior 4800
Goodkind, Joice & Morgan	SUPerior 6747
Grant Advertising, Inc.	SUPerior 6500
Henri, Hurst & McDonald, Inc.	SUPerior 3000
H. W. Kastor Advertising Co., Inc.	CENtral 5331
W. E. Long Co.	RANdolph 4606
MacFarland, Aveyard & Co.	RANdolph 9360
Maxon, Inc.	DELaware 3536
McCann-Erickson, Inc.	WEBster 3701
McJunkin Advertising Co.	STAte 5060
C. L. Miller Co.	CENtral 1640
Mitchell-Faust Advertising Co.	STAte 6610
Needham, Louis, & Brorby	STAte 5151
Presba, Fellers & Presba	CENtral 7683
L. W. Ramsey Co.	FRAnklin 8155
Roche, Williams & Cleary	RANdolph 9760
Ruthrauff & Ryan, Inc.	FRAnklin 0485
Schwimmer & Scott	DEArborn 1815
Russell M. Seeds Co.	DELaware 1045
Sherman & Marquette, Inc.	DELaware 8000
J. Walter Thompson Co.	SUPerior 0303
Wade Advertising Agency	STAte 7369
Weston-Barnett	WHItehall 7725
Young & Rubicam, Inc.	CENtral 9389

Program, Transcription and Recording Cos.

Chartoc-Coleman	RANdolph 6150
Chicago Recording Co.	CENtral 5275
Columbia Recording Corp.	WHItehall 6000
Decca Records, Inc.	DELaware 8800
Green Associates	STAte 7976
Hollywood Recorded Features, Inc.	DEArborn 2841
Estelle Lutz Artists Bureau	HARrison 3435
William Morris Agency, Inc.	STAte 3632
Music Corporation of America	DELaware 1100
NBC Radio Recording Division	SUPerior 8300
RCA Manufacturing Co.	WHItehall 4600
Standard Radio, Inc.	STAte 3153
Carl Wester & Co.	RANdolph 6922
World Broadcasting System	SUPerior 9114

News Agencies and Assn's.

Associated Press	STAte 7700
International News Service	ANDover 1234
RADIO DAILY	STAte 2332
Press Association, Inc.	STAte 4581
United Press	RANdolph 4172

IMPORTANT RADIO Telephone Numbers in LOS ANGELES

AM Radio Stations

KECA	HUdson 2-3141
KLAC	FItzroy 1231
KFI	FAirfax 2121
KFOX	MAdison 2247
KFVD	FAirfax 6361
KFWB	HEmpstead 5151
KGER	MAdison 2551
KGFJ	HIllside 0201
KGIL (San Fernando)	STate 4-6291
KHJ	HUdson 2-2133
KIEV (Glendale)	CHapman 5-2388
KLAC	HIllside 1161
KMPC	HOllywood 5341
KNX	HOllywood 1212
KOWL (Santa Monica)	SAnta Monica 5-5180
KPRO (Riverside)	DRexel 4388
KRKD	TUcker 7111
KSFO (L. A. Office)	HOllywood 8282
KUSN (San Diego)	MAin 2041
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991
KEMO	MAdison 8364

FM Radio Stations

KECA-FM	HUdson 2-3141
KFI-FM	FAirfax 2121
KHJ-FM	HUdson 2-2133
KKLA	EXposition 1141
KMPC-FM	HOllywood 5341
KRKD-FM	TUcker 7111

Television Stations

KTLA	HOllywood 6363
W6XAO (KTSL)	HOllywood 8255

Networks

American Broadcasting Co.	HUdson 2-3141
Columbia Broadcasting System, Inc.	HOllywood 1212
Between 11 P.M. and 8 A.M.	HOllywood 7052
Don Lee Broadcasting System	HUdson 2-2133
Hispano Spanish Broadcasting Co.	MIchigan 4433
Keystone Broadcasting System	HOllywood 5338
Mutual Broadcasting System	HUdson 2-2133
National Broadcasting Co.	HOllywood 6161
United-Pacific Network	EXposition 1339

Station Representatives

Associated Recorded Program Service	HOllywood 8318
Avery-Knodel, Inc.	TUcker 2095
Walter Biddick Co.	RIchmond 6184
John Blair & Company	GRanite 6103
Howard C. Brown Company	HOllywood 6045
Burn-Smith Co., Inc.	RIchmond 6184
Forjoe & Co.	VAndyke 9885
Free & Peters	HOllywood 2151
Gene Grant & Co.	GRanite 9596
W. S. Grant Co.	VAndyke 6341
Homer Griffith Co.	HOllywood 6281
Headley-Reed Company	VAndyke 1725
Joseph Hershey McGillvra, Inc.	DRexel 4388
George P. Hollingbery	MAdison 6-3633
Hollywood Broadcasting Service	HOllywod 8756
Katz Agency, Inc.	TUcker 3219
King Cole Adv. Service	LUcas 0681
Tracy Moore	HOllywood 5408
National Association of Broadcasters	GRanite 7166
John Pearson Co.	DRexel 4388
Edward Petry Company	MIchigan 8729
Radio Advertisers Co.	HOllywood 6281
Radio Sales	HOllywood 1212
Wm. G. Rambeau Co.	EXposition 9469
Paul H. Raymer Co.	VAndyke 1901
Taylor-Howe-Snowden Radio Sales	MIchigan 7571
Universal Radio Sales	HOllywood 8282
Walker Co.	FAirfax 3200
Weed & Company	HIllside 8611
Howard H. Wilson Co.	FAirfax 3200
Adam J. Young, Jr.	MIchigan 6203

Advertising Agencies

Abbott-Kimball Co., Inc.	TRinity 7575
Adair & Associates	HIllside 8450
R. H. Alber	PRospect 3331
Allen Adv. Agency	BRadshaw 2-3336
Allen-Marshall	DRexel 5163
Allied Adv. Agency	DRexel 7331
Thos. J. Andre	HOllywood 3116
Associated Broadcast Adv. Co.	HOllywood 1488
Atherton & Co.	HOllywood 7151
E. Emmett Atkinson	Ryan 1-7162
N. W. Ayer & Sons, Inc.	HEmpstead 4871
Ayres Agency	HEmpstead 8171
Babcock Adv. Agency	BRadshaw 2-2205
Ted H. Ball	HOllywood 7127
Bass-Luckoff of Hollywood	BRadshaw 2-1043
Ted Bates, Inc.	HOllywood 2161
Batten, Barton, Durstine & Osborn (Hollywood Office)	HOllywood 7337
(Los Angeles Office)	MIchigan 1354
Joe Bayard & Associates	FAirfax 1278
Benton & Bowles Inc.	HIllside 9151
Better Ideas, Inc.	EXposition 8020
The Blow Co.	HEmpstead 2377
Botsford Constantine & Gardner	VAndike 0796
Brisacher, Van Norden & Staff	WHitney 1500
Broadcast Adv.	EXposition 1339
Buchanan & Co. Inc. (Beverly Hills)	BRadshaw 2-1162
(Los Angeles)	MUtual 6316
Bert Butterworth	HOllywood 7263
Campbell-Ewald	RIchmond 6204
The Caples Co.	MUtual 4143
Compton Adv. Inc.	HOllywood 8107
Dancer, Fitzgerald, Sample	HEmpstead 8166
Dunn-Fenwick & Company	DRexel 7305
ESB & Associates	HOllywood 5827
Foote, Cone & Belding (Hollywood)	HOllywood 6265
(Los Angeles)	MIchigan 7651
John Freiburg & Co.	MIchigan 8286
Fritzen Advertising	TRinity 3171
Garfield & Guild	DRexel 8131
General Adv. Agency	HEmpstead 5129
Ernest N. George Co.	DRexel 5355
Glasser-Gailey & Co.	FItzroy 2141
John Guedel Radio Prods.	HEmpstead 5186
Guggenheim Enterprises	HEmpstead 4133
H. K. L. Adv. Agency	MIchigan 5536
M. C. Hill & Co.	GRanite 1582
Hixson-O'Donnell	MUtual 8331
Honig-Cooper	PRospect 5317
Hollywood Adv. Agency	HOllywood 3636
George C. Hoskin Associates	HEmpstead 4153
Hovey Associates	HEmpstead 8983
Irwin-McHugh Adv. Agency	HOllywood 2277
Jaffe & Jaffe	FItzroy 3104
W. C. Jeffries Co.	RIchmond 0992
Kaster, Farrell Chesley & Clifford	HOllywood 8143
Raymond Keane	TRinity 2915
Kemmerrer, Inc.	HEmpstead 6795
Kenyon & Eckhardt	HIllside 8368
William Kester	HIllside 9251
J. B. Kiefer	Exposition 3153
King Cole Adv. Service	LUcas 0681
The Kudner Agency	HIllside 7209
Lennen & Mitchell Co.	CRestview 1-7221
Lenz Adv. Agency	HOllywood 3906
Lockwood.Shackelford (Hollywood)	GLadstone 6131
(Los Angeles)	TRinity 9801
Lowe Adv. Agency	HEmpstead 3583

McCann-Erickson .....(Hollywood) HIllside 8268
(Los Angeles) MUtual 1181
McKee-Albright .....HOllywood 8363
McNeill-McCleary.....MIchigan 7496
Dan B. Miner.....RIchmond 3101
Raymond R. Morgan.....HEmpstead 4194
Needham, Louis & Brobry.....GRanite 7186
Mike Newman & Associates.....GLadstone 6793
Paul E. Newman Co.....DRexel 5303
Pacific Coast Adv.....HEmpstead 5186
Pardee Cash & Associates.....HOllywood 7201
Pedlar & Ryan, Inc.....HOllywood 5354
Porter & Associates .....HOllywood 1488
Potts-Turnbull Co.....MUtual 6189
Ralph L. Power .....MUtual 5277
Radio Sales .....HOllywood 1212
Robert B. Raisbeck .....HOllywood 4173
L. W. Ramsey Co. .....HOllywood 3523
Frank Roche Associates .....HOllywood 5363
Roche-Eckoff .....GRanite 3192
A. James Rouse Co. .....BRadshaw 2-1772
Ross, Gardner & White .....DRexel 7211
Ruthrauff & Ryan .....HIllside 7593
Ross Sawyer .....WEbster 6275
Russell M. Seeds Co.....HEmpstead 7824
Sherman & Marquette, Inc.....HOllywood 5131
Michael Shore .....GRanite 1138
Dean Simmons .....OLympic 7002
Smith, Bull & McCreery.....HEmpstead 5671
Southern Calif. Adv. Agencies Assn.....WAlnut 8621
Ralf M. Spangler .....HEmpstead 5129
Barton A. Stebbins .....TRinity 8821
Arthur W. Stowe .....DRexel 8138
J. Walter Thompson Co. (Hollywood....HIllside 7241
(Los Angeles) MAdison 2661
Louis Victor .....GRanite 5673
Ward Wheelock Co. .....HIllside 9221
Warwick-Legler, Inc. .....HEmpstead 8163
R. W. Webster .....TRinity 2153
Adolphe Wendland & Associates.....HIllside 1176
Paul Winans .....MIchigan 3884
Young & Rubicam.....HOllywood 2734

Program, Transcription, and Recording Cos.

Academy Sound System.....HIllside 5729
Air-Check Co. .....GLadstone 2189
All Star Radio Prods.....GRanite 6196
Allied Record Mfg. Co.....HOllywood 5107
Argonaut Productions, Inc.....GLadstone 7121
Associated Recording Program Service.HOllywood 8318
Associated Studios Broadcasting and
Recording .....HIllside 0191
Audience Participation.....GLadstone 4776
Bee-Bee-Bee Records, Inc.....GLadstone 4776
Walter Biddick Co.....RIchmond 6184
Eddie Bracken Radio Prods.....CRestview 5-1712
Bride & Groom.....DRexel 4391
Broadcast Records, Inc.....HIllside 1511
Howard C. Brown.....HOllywood 6045
Smiley Burnette Rancho Records.....SUnset 1-1437
The Cardinal Company.....HEmpstead 1177
Capitol Transcriptions.....HOllywood 8171
Edmund L. Cashman.....GRanite 8332
C. & F. Radio Prods.....GRanite 3171
Cinesound .....GLadstone 0158
Leslie Clucas.....HOllywood 5111
Cole-White .....HIllside 9211
Coleman-Maxwell Prods.....HOllywood 4464
Command Radio Productions, Inc.....GRanite 7450
Commodore Productions.....HOllywood 8229
Columbia Records, Inc.....GRanite 4134
Continental Radio and Television Pro-
ductions .....HEmpstead 8171
Continental Recordings.....GLadstone 4088
Commercial Radio Prods.....GLadstone 2915
Consolidated Broadcasting .....WAlnut 5322
Louis G. Cowan.....HIllside 5337
Creative Radio Productions.....HIllside 1732
Bing Crosby Enterprises.....CRestview 1-1171
Patrick Michael Cunning.....HIllside 5915
Joan Davis Enterprises.....CRestview 1-7249
Decca Recording Division.....HOllywood 5191
James M. Doane.....HIllside 5159
Ken Dolan & Co.....HOllywood 3558
Hobart Donavan .....HOllywood 3628
Draesemer, Isabelle.....HIllside 1782
Ed East .....GLadstone 3352
Eccles Disc Recordings..... Hillside 8351
Bruce Eels' Rep., Inc.....HOllywood 8644
Eight-to-the-bar-Ranch .....CRestview 6-3193
Electro-Vox Recording Studios.....GLadstone 2189
Elliott Radio Features & Transcriptions..HIllside 0231
F. W. Ferrin Company. .....HOllywood 3628
Finley Transcription Co., Inc.....BRadshaw 2-2711
Fulton Enterprises (Trans. Div.).....GRanite 2244
Ed Gardner .....CRestview 5-1594
William Gernannt Assoc.....HIllside 8368
Mitchell Gertz .....CRestview 1-5136
Grace Gibson.....GRanite 5543
Ted Gifford .....RIchmond 9587
Goddard Radio Prods.....EXposition 3882
Robert Gordon & Co.....YOrke 8111
Jeanne Gray Radio Productions.....GRanite 2764
John Guedel Radio Prods.....HEmpstead 5186
Hamilton-Whitney Prods.....CRestview 6-6137
Hill & Range Songs, Inc.....WEbster 7269
Hollywood Music Recording Studios..HEmpstead 5407
Hollywood Radio Prods.....GRanite 3588
International Recording Studios.....HOllywood 6344
Harry Jacobs Prods. .....BRadshaw 2-5294
K. & M. Producers.....HEmpstead 8775
Sam Kerner, Inc.....HIllside 7239
Keystone Broadcasting Systems.....HOllywood 5338
Arthur Kurlan.....YOrke 7101
Lou Levy.....CRestview 6-3193
Kennet Long.....HIllside 0191
Dan Lundburg .....YOrke 7101
William B. Mason.....HOllywood 4407
C. P. MacGregor.....FItzroy 4191
Haven MacQuarrie .....HOllywood 6161
Masterson-Reddy-Nelson .....DRexel 4391
Mayfair Transcription Co.....WHitney 3375
Les Mitchel Prods., Inc.....BRadshaw 2-4616
Bill Monk Enterprises.....BRadshaw 2-1764
Thos. Moody & Associates.....FAirfax 1127
Raymond R. Morgan.....HEmpstead 4194
Music City-Glenn Wallichs.....HOllywood 8211
NBC Radio-Recording Division.....HOllywood 6161
Nyani Radio Productions.....GRanite 1551
Jack Paar.....CRestview 5-1579
Peerless Film & Radio Prods.....HOllywood 7127
B. D. Prager.....GLadstone 5013
Precision Recording Co.....WAlnut 8219
Quality Radio Productions.....HIllside 2151
Radio Corp. of America
RCA Victor Division.....HIllside 5171
Radio Enterprises, Inc.....GLadstone 6466
Radio Features .....HEmpstead 3248
Radio Producers of Hollywood.....HOllywood 8318
Radiotele Prods .....HIllside 7870
Radio Transcription Co. of America..HOllywood 8318
Rancho Records (Smiley Burnette)....SUnset 1-1437
Rec-Art Studio.....PRospect 9232
James L. Saphier.....CRestview 1-7231
Selected Features .....HEmpstead 3583
Del Sharbutt Ents.....HIllside 4305
Six Thousand Sunset Radio Center...HEmostead 6811
Smilin Ed McConnell.....HOllywood 3070
Sound Services, Inc.....HEmpstead 1136
Soundscript Radio Productions.....HOllywood 8644
Stage No. 8.....HIllside 5915
Standard Radio, Inc.....WEbster 7963
Studio & Artists Records.....HIllside 8241
Telecomics, Inc.....GLadstone 2591
Telefilms, Inc.....HOllywood 7205
Teleways Radio Productions, Inc....CRestview 6-7238
Truth & Consequences.....HOllywood 2901
Twentieth Century Records, Inc.....HOllywood 2291
Universal Radio Prods. of
Hollywood, Inc.....HOllywood 8282
Valle Vodra, Inc.....HIllside 8161
Vinson, Owen & Co.....NOrmandie 1-0654
Voice of Prophecy, Inc.....CHapman 5-2349
Mark Warnow .....HIllside 2153
Carl Wester & Co.....HIllside 2151
Art Whitney.....HEmpstead 2383
S. M. Williams.....HOllywood 1568
Hal Wilson Radio Prods.....HOllywood 1714
Walter White, Jr.....HOllywood 8229
World Broadcasting System.....HOllywood 6321
Frederick W. Ziv Co.....HEmpstead 3248

IMPORTANT PHONE NUMBERS IN *Los Angeles*

Radio Artists Agencies

Larry Allen, Inc	HEmpstead 0421
American Federation of Radio Artists	HIllside 5125
Vy Barry	HOllywood 3636
Gene Bascou	HOllywood 5827
Phil Berg-Bert Allenberg, Inc	CRestview 6-3131
Stanley Bergerman & Co	CRestview 6-3196
Herman Bernie	CRestview 5-0117
Phil Bloom Agency	CRestview 1-3353
Ralph Blum Corp	CRestview 1-9833
Myrt T. Blum Business Admn	CRestview 6-7071
Flo Browne-Jan Grippo	NOrmandie 2-8111
Everett N. Crosby	CRestview 1-1171
Columbia Concerts, Inc	HEmpstead 5316
Ken Dolan & Co	HOllywood 3558
James Doane	HIllside 5159
Famous Artists Corp	CRestview 1-5222
Tom Fizdale	GRanite 6826
George Frank, Inc	HIllside 3188
Frederick Bros. Artists Corp	CRestview 1-6244
Kurt Frings Agency	CRestview 1-8252
General Artists Corp	CRestview 1-8101
Charles Garland	CRestview 1-7357
Bruce Gear	CRestview 5-3035
Jules C. Goldstone	CRestview 5-1191
Nat Goldstone	CRestview 6-1071
Mitchell J. Hamilburg	CRestview 5-5108
Herdan-Sherrill	CRestview 1-5236
Walter Herzbrun	CRestview 6-4157
Don Hic Enterprises	HOllywood 4869
Sam Jaffe	CRestview 6-6121
Lou Irwin	CRestview 1-7131
Walter Kane	CRestview 6-2396
Alex Kampner, Inc	CRestview 5-0104
Paul Kohner, Inc	CRestview 1-5165
Earl Kramer Agency	CRestview 6-2338
M. C. Levee	CRestview 1-5781
Levee-Short	CRestview 5-8340
A. & S. Lyons	CRestview 1-6131
MacQuarrie Agency	CRestview 6-7162
Reg. D. Marshall	HOllywood 8238
MCA Artists, Ltd	CRestview 6-2001
Monter-Gray-Shor	CRestview 1-1191
William Morris Agency	CRestview 1-6161
National Concert & Artists Corp	CRestview 1-7121
Polan & Rosenberg	CRestview 1-1800
Radio Artists Corp	CRestview 5-6787
Radio Registry	HIllside 8321
Art Rush, Inc	HIllside 5161
The Salkow Agency	CRestview 1-9134
James L. Saphier	CRestview 1-7231
Louis Shurr	CRestview 1-1116
The Small Co	HOllywood 2722
Edward Sherman	CRestview 5-0186
Lou Snitzer-Al Fritschi	HOllywood 6271
E. T. Somlyo Agency	CRestview 6-2042
Stempel-Olenick Agency	CRestview 1-7141
United Management Corp	CRestview 6-6194
A. George Volck, Inc	CRestview 6-3121
D. M. Winkler Agency	CRestview 1-7244
Charles Wendling Agency	CRestview 6-2348

Publications

Broadcasting Publications	GLadstone 7353
Hollywood Reporter	HIllside 7411
RADIO DAILY	GRanite 6607
Radio Life	HIllside 9275
Radio Artists Directory	HIllside 0101
Radio News	NOrmandie 8295
Radio Writers Guild	GLadstone 7128
Studio Blu-Book	HEmpstead 7353
Variety	HOllywood 1141

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN *Washington, D. C.*

Federal Department and Agencies

White House	NAtional 1414
State Department	REpublic 5600
Treasury Department	EXecutive 6400
War Department	REpublic 6700
Justice Department	REpublic 8200
Post Office Department	DIstrict 5360
Navy Department	REpublic 7400
Interior Department (Office of Education)	REpublic 1820
Agriculture Department	REpublic 4142
Commerce Department	DIstrict 2200
Labor Department	EXecutive 2420
Federal Trade Commission	EXecutive 6800
FEDERAL COMMUNCATIONS COMMISSION	EXecutive 3620
Securities & Exchange Commission	DIstrict 3633
National Labor Relations Board	NAtional 9716
Wage & Hour Administration	EXecutive 2420
Social Security Board	EXecutive 6500
Supreme Court of the U.S.	EXecutive 1640
D. C. Court of Appeals	REpublic 3811
U. S. District Court (for D. C.)	DIstrict 2854
Capitol (Senate and House)	NAtional 3120
Radio Script & Transcription Exchange, Extension 2225,	REpublic 1820
Bureau of Census	DIstrict 2200

Non-Governmental

American Red Cross	REpublic 8300
Clear Channel Group	REpublic 3306
Frequency Modulation Ass'n	REpublic 8532
National Association of Broadcasters	DEcatur 9300
National Press Club	REpublic 2500
Radio Correspondents' Galleries	NAtional 3120
RADIO DAILY	WIsconsin 3271 HObart 7627 NAtional 2292
Radio Manufacturers' Association	NAtional 4901

Radio Stations

WAMC	EMerson 9445
WARL	OWens 7800
WASH-FM	District 1358
WBCC	OLiver 2800
WCFM	REpublic 8688
WEAM	OWens 7100
WGAY	SHepherd 1050
WINX	REpublic 8000
WMAL	NAtional 5400
WOL	MEtropolitan 0010
WOOK	ADams 8400
WPIK	OVerlook 3000
WQQW	COlumbia 6331
WRC	REpublic 4000
WTOP	MEtropolitan 3200
WWDC, WWDC-FM	NAtional 7203

Hotels

Carleton Hotel	MEtropolitan 2626
Mayflower Hotel	DIstrict 3000
Raleigh Hotel	NAtional 3810
Shoreham Hotel	ADams 0700
Statler Hotel	EXecutive 1000
Wardman Park Hotel	COlumbia 2000
Willard Hotel	NAtional 4420

News Services

Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	EXecutive 3430

Railway Terminals

Baltimore & Ohio R. R.	EXecutive 0770
Pennsylvania R. R.	EXecutive 6600
Union Station	EXecutive 7900

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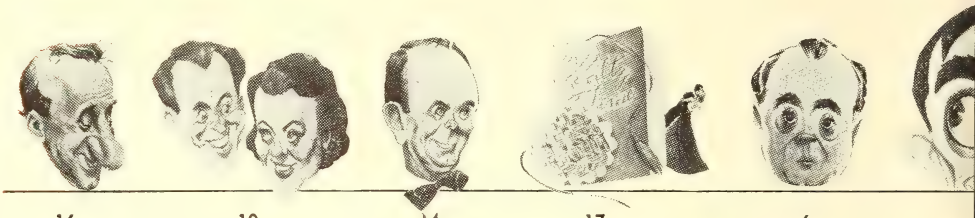

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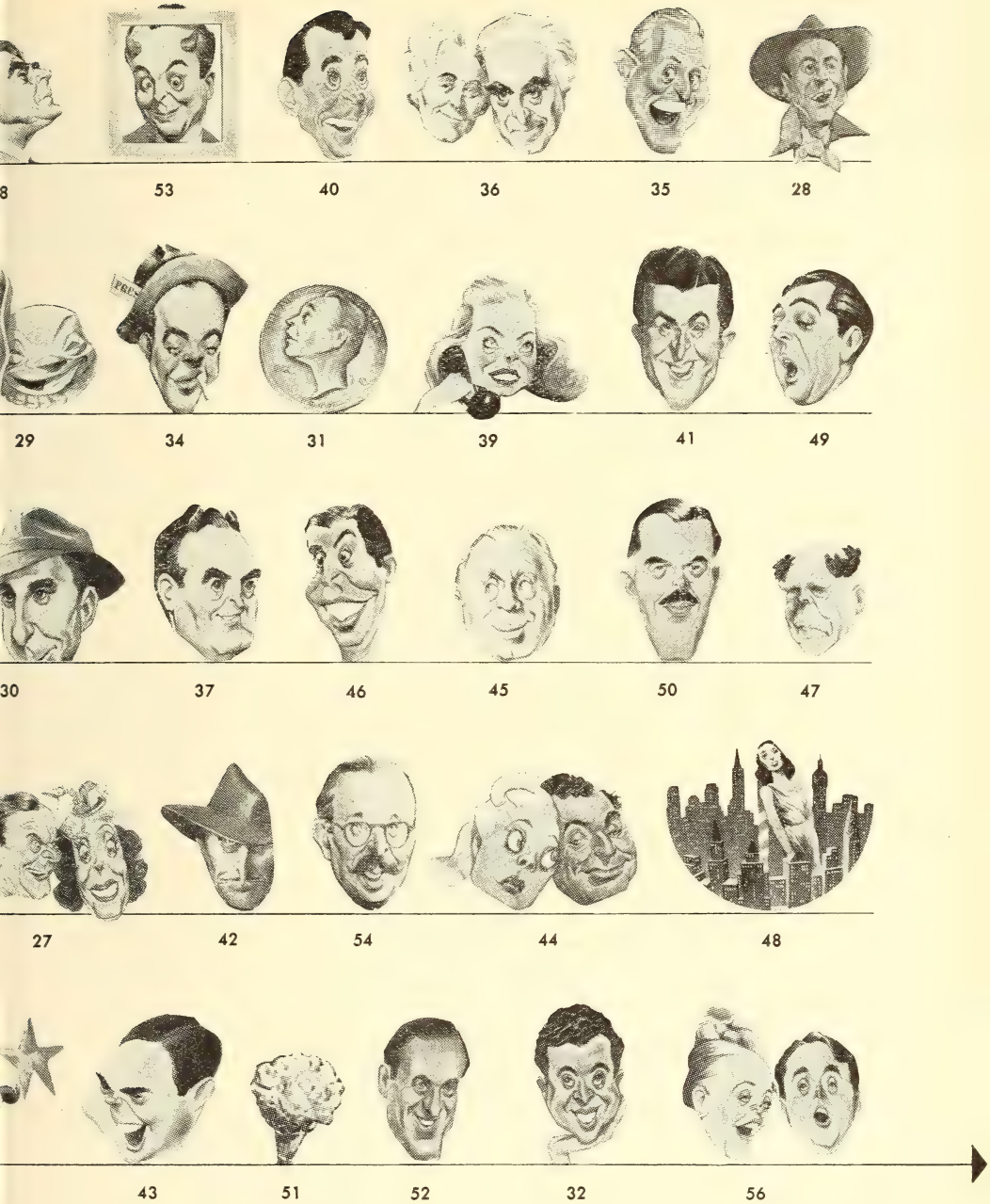
NBC — Network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f the Stars

NBC — Network of the Stars

most popular... according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air.

most listened to... according to the Broadcast Measurement Bureau, the industry's official listening gauge. BMB, in a completely impartial survey of actual listeners to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.

most effective... last year the one hundred largest radio advertisers, in gross expenditures for broadcast facilities, spent nearly $13,000,000 more with NBC than with the second network. Furthermore, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facilities, cost, and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.

America's No. 1 Network

the National Broad

KEY

1. Frank Sinatra—Your Hit Parade
2. Quiz Kids
3. Garry Moore—Take It O· Leave It
4. Mr. District Attorney
5. Bob Hawk
6. Paul Lavalle—Highways in Melody
7. Perry Como & Jo Stafford—Supper Club
8. Eddie Cantor
9. Red Skelton
10. Fibber McGee and Molly
11. William Bendix—Life of Riley
12. Sunoco Three Star Extra
13. Amos 'n' Andy
14. Eddie Dowling—The Big Break
15. American Album of Familiar Music
16. Jimmy Durante
17. Waltz Time
18. Bob Hope
19. Jack Carson and Eve Arden
20. Ed Gardner—Duffy's Tavern
21. Charlie McCarthy
22. Fred Allen
23. Can You Top This?
24. Al Jolson
25. Kay Kyser
26. The Great Gildersleeve
27. Burns and Allen
28. Red Foley—Grand Ole Opry
29. Cavalcade of America
30. Bill Stern
31. Dr. I. Q.
32. Ezra Stone—The Aldrich Family
33. Judy Canova
34. The Big Story
35. Art Linkletter—People are Funny
36. One Man's Family
37. Fred Waring
38. Donald Voorhees—The Telephone Hour
39. Louise Erickson—A Date With Judy
40. Dennis Day
41. Eddy Howard—Sheaffer Parade
42. Mystery Theatre
43. James Melton—Harvest of Stars
44. Alice Faye & Phil Harris—Bandwagon
45. Jack Benny
46. Milton Berle
47. H. V. Kaltenborn
48. Manhattan Merry-Go-Round
49. Robert Merrill—RCA Victor Show
50. Morgan Beatty—News of the World
51. Curtain Time
52. Buddy Clark—Contented Hour
53. Ralph Edwards—Truth or Consequences
54. Howard Lindsay—Ford Theater
55. Hollywood Star Preview
56. Eleanor Steber & Christopher Lynch
Voice of Firestone

Drawings by Sam Berman

casting Company

A service of Radio Corporation of America

PROGRAM TYPES PREFERRED

By TOM FITZSIMMONS, *Night Editor*, RADIO DAILY

Fitzsimmons

LOOKING back in retrospect over the programming of the past year, and permitting this retrospection to be buttressed by the opinions and findings of more than 600 program executives from coast to coast, we are impressed principally by the demand of radio audiences in all sections of the land for, first, MUSIC and, secondly, NEWS.

In these two programming categories are grouped the established preferences of the bulk of the American listening public. In these preferences are mirrored the innate culture, intelligence and discrimination of the nation's average audience. In this fact we will find, if we but look, the refutation—the emphatic refutation—of those who would have us believe that our country's sitters-by-the-radio are infantile, even moronic, in their quest for entertainment.

•

The American public has unjustly been called fickle, indecisive. It is neither. The preference of the majority for music and news during 1947 is not a "trend." It is a fixed course, a continuation of a demand which was felt with equal strength in 1946, a social and cultural force which was vital in war as in peace, and which undoubtedly will be dominant on the airwaves of the years to come. It is a healthful condition, one of which the industry and the nation can well be proud.

Actually, music—both live and transcribed—was most in demand. This is natural, because of the many and varied forms in which this "food for the soul" can be presented, and which makes it adaptable and acceptable to so many groups, from lovers of symphony and opera down through the various divisions of semi-classical, standard, popular, dance, hill-billy and folk tunes.

The news broadcast, the value of which was so firmly established during the war, has maintained its popularity almost undiminished. The demand for the "newscast," while not nearly so strong as for music, is, nevertheless, far more emphatic than for the categories which follow. These categories, in their order, are: Variety, Dramatic Shows, Quiz Programs, Comedy, Sports.

In the third and fourth classification—Variety, and Dramatic Shows—the matter of transcriptions moves strongly to the fore. Generally, it seems, the transcribed show is accepted as readily as the live program, quality being the one criterion by which the listener will judge. There is, however, an audience group which feels that it is getting a transcribed production "second hand." It is not a large segment of the public, however, and its size, such as it is, now is decreasing.

In fifth place we find the quiz show, followed by comedy. The margin of leadership for the quiz is very slight, however, and all indications point to a switch in the order of these groups during the coming year. While the popularity of the quiz show still is strong, the demand for *new* programs of this type is very slight.

•

On the other hand, the demand for new comedy shows is strong and widespread. This is not to say that the public is tiring of the tried-and-true top-flight comedians who have risen to international fame during the past decade or more; on the contrary, the call for more of the same is distinctly a tribute to those now on the airwaves.

The giveaway show, that strange growth within the program structure of the industry, condemned by the majority, and even by its proponents looked upon as a necessary evil, is, happily, on the way out, heading very slowly, but steadily, for oblivion.

Sports, in the form of on-the-spot broadcasts of athletic events, boxing bouts, etc., at the time they occur, are, of course, popular when of sufficient importance as a news event.

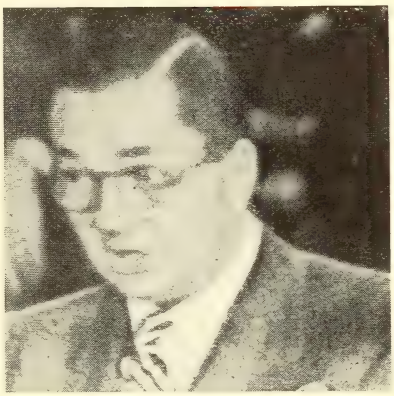
In summation, it can truly be said that America's taste in program preference is generally sound, cultural. For this, the station program directors of the nation must share credit. A vital, indispensable force behind the scenes, their influence in the uplifting of the industry should be appreciated by all who have the best interests of that industry at heart.

First Trade Tele Photos

FRANK MULLEN—NBC

JOSEPH REAM—CBS

MARK WOODS—ABC



THEODORE STREIBERT—WOR-MBS

On January 19, NBC, in co-operation with RADIO DAILY, made photographic news history when Sy Friedman, network press photographer, shot televised images of top industry spokesmen as they testified before the Labor Committee hearings in the Caucus Room of the House of Representatives, Washington. Photos were taken directly off the face of a video receiver at NBC headquarters, in the RCA Building, developed by mid-day, engraved and delivered for reproduction in RADIO DAILY.

For Gallery Of Television Leaders See Page 1051

Boston Symphony Orchestra
TUESDAY 9:30 PM

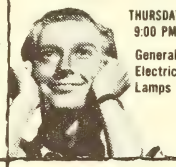
THIS IS YOUR
FBI
FRIDAY 8:30 PM
Equitable Life Assurance Society

MONDAY MORNING HEADLINES
SUNDAY 6:15 PM
★ Air-Wick ★

★
WORLD SECURITY WORKSHOP
★
SUNDAY 12:30 PM

Martin Agronsky
MON-SAT 8:00 AM

★ ★ ★
DREW PEARSON
SUNDAY 6:00 PM
Frank H. Lee Hats

WILLIE PIPER

THURSDAY 9:00 PM
General Electric Lamps

GROUCHO MARX

in
"YOU BET YOUR LIFE"
WEDNESDAY 9:30 PM
ELGIN-AMERICAN DIVISION

Metropolitan Opera Auditions of the Air
SUNDAY 9:30 PM
Farnsworth Radio & Television Corp.

Headline Edition
MON-FRI 7:00 PM

ETHEL and ALBERT
MON—FRI 2:15 PM

AMERICA'S TOWN MEETING of the AIR

TUESDAY 8:30 PM

DASHIELL HAMMETT'S
FAT MAN
FRIDAY 8:00 PM
Norwich Phar. Co.

Dorothy Fuldheim
SATURDAY 5:45 PM
Brotherhood of Railroad Trainmen

VOX POP
WEDNESDAY 8:30 PM
American Express Co.

The Greatest Story Ever Told
SUNDAY 6:30 PM
Goodyear Tire & Rubber Co.

Baukhage TALKING
MON-FRI 1:00 PM

Abbott and Costello

WEDNESDAY 9:00 PM

TOM Breneman's
Breakfast in Hollywood
MON-FRI 11:00 AM
Procter & Gamble
Kellogg

My True Story
MON-FRI 10:00 AM
Libby, McNeill & Libby

BING CROSBY
WEDNESDAY 10:00 PM
PHILCO CORP.

THE LISTENING POST
MON-WED-FRI 10:15 AM
Curtis Circulation Co.

Sunday Evening Hour
SUNDAY 8:00 PM
Musical Digest

GALEN DRAKE
MON-FRI 11:30 AM
Kellogg

Nancy Craig
MON-FRI 1:15 PM

Candid MICROPHONE
THURSDAY 8:00 PM

PAUL WHITEMAN CLUB
MON-FRI 3:30 PM
National Biscuit Co.
Nestle's Milk Products, Inc.
R. J. Reynolds Tobacco Co.
Wesson Oil & Snowdrift Co.

Cavalcade of Sports
FRIDAY 10:00 PM
Gillette Safety Razor Co.

JIMMIE FIDLER
SUNDAY 10:30 PM
Carter Products, Inc.

The LONE RANGER

MON-WED-FRI 7:30 PM
General Mills, Inc.
(In S. E. States American Bakers)

Lassie
SUNDAY 3:00 PM
John Morrell and Company

EDWARD ARNOLD IN
Mr. PRESIDENT
SUNDAY 2:30 PM

Club Time
TUESDAY 10:45 AM
Club Aluminum Products Co.

POINT SUBLIME
MONDAY 8:00 PM
The John Hancock Life Insurance Co.

Exploring the Unknown

SUNDAY 7:30 PM

Sunday
9:00 PM
Jergens

Walter Winchell

LET FREEDOM RING

TUESDAY 10:45 PM

DAVID HARDING

COUNTERSPY

SUNDAY 5:30 PM

Schutter Candy Company

The Metropolitan Opera

SATURDAY 2:00 PM

The Texas Company

TERRY and the PIRATES

MON-FRI 5:15 PM

QUAKER OATS CO.

Ladies, Be Seated

Mon-Fri 3:00 PM

QUAKER OATS CO.
TONI COMPANY

JACK ARMSTRONG

MON-WED-FRI

5:30 PM

General Mills, Inc.

Louella Parsons

SUNDAY 9:15 PM

Woodbury

Mayor of the Town

WEDNESDAY
8:00 PM

NOXZEMA

Ted Malone

MON-FRI 11:45 AM

Westinghouse
Electric Corp

LAND OF THE LOST

SATURDAY 11:30 AM

Bosco Company

The Sheriff

FRIDAY 9:30 PM

Pacific
Coast
Borax Co.

GANGBUSTERS

SATURDAY 9:00 PM

L. E. WATERMAN CO.

Green Hornet

TUESDAY 7:30 PM

General Mills, Inc.

DOROTHY KILGALLEN

THURS -10:45 AM

The Drackett Co.

PROFESSOR QUIZ

SATURDAY 10:00 PM

American Oil Company

Betty . . . Crocker

MON-FRI 10:25 AM

GENERAL MILLS, INC.

ELLERY QUEEN

THURSDAY 7:30 PM

THEATRE GUILD ON THE AIR

SUNDAY 9:30 PM

U. S. Steel Corp.

SAMMY KAYE

So You Want to Lead a Band—Mon 9:30 PM

SUNDAY SERENADE
SUNDAY 1:30 PM

WELCOME, TRAVELERS

MON-FRI 12 NOON

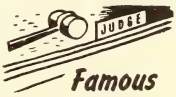
Procter & Gamble

Sam Pettingill

THE GENTLEMAN FROM INDIANA

SUNDAY 1:00 PM

America's Future, Inc.



Famous Jury Trials

SATURDAY 8:30 PM

General Mills, Inc.

The **MONITOR VIEWS THE NEWS**

TUESDAY 8:15 PM

Christian Science
Monitor Society

breakfast club

MONDAY
thru
FRIDAY
9:00 AM

Swift & Company
★
Philco Corp.
★
Toni Company

Bride and Groom

MON-FRI
2:30 PM

Sterling Drugs, Inc.

Champion Roll Call

FRIDAY 9:55 PM

Champion Spark Plugs

On Stage, America

MONDAY 9:00 PM

SKY KING

TUES-THURS 5:30 PM

Derby Foods, Inc.

elmer DAVIS

MON-FRI 7:15 PM

MURDER and MR. MALONE

SATURDAY 9:30 PM

Wine Growers Guild

Break the Bank

FRIDAY 9:00 PM

Bristol-Myers Co.

All Times Eastern Standard

These are the shows . . . the stars . . . the sponsors who have made 1947 such an outstandingly successful year for ABC. They are good reasons why, in '47, ABC was the *only* network whose share of audience substantially increased!

ABC American Broadcasting Company

GEORGE CARSON PUTNAM

COMMENTATOR

AMERICAN BROADCASTING COMPANY

MOVIETONEWS

CAMEL TELEVISION THEATRE

CO-OPS CAPTURING CUSTOMERS

By **ERNEST E. STERN**, *Associate Editor, Radio Annual*

Stern

IN rounding out 1947's report on radio in all its many phases, it would be a serious omission not to include the strides made by the network co-operative programs. If anything, this was the year when the co-op shows came into their own with the four major networks airing a total of 51 co-operative programs at year's end. Of these 51 shows, Mutual Broadcasting System accounted for 18; American Broadcasting System for 14; Columbia Broadcasting System for 13, and National Broadcasting System for 6. This amounts to a 59 per cent increase in co-op shows over the period ending the year 1946.

•

Conjecturing on the reasons for this spurt in co-operative programs, the obvious answer lies in the fact that the sponsors advertising dollars for radio programming are going further and giving better programming. It is safe to assume that the number of co-operative programs will see a continued increase during the year 1948, with every likelihood that by the years end, some 100 co-op programs will be in force via the four major networks and many of their affiliates.

In all cases, news programs were the most sought-after, substantiating the fact that such programs are in the top listenability spot on the air. This is easily accounted for by the impact the war years had on news broadcasts and continued world unrest. News programs still rate the highest percentage of radio listeners by the majority of the American radio audience.

The advantages of multiple sponsorship is not always immediately measurable in a dollar and cents return to the advertiser. The prestige impact of local sponsors being able to bring a top rated news program to an audience who might otherwise have to do without, cannot accurately be measured. Likewise, such sponsorship has untold good effect upon the affiliates offering this program to their audiences, and herein perhaps lies the secret of better program building nationwide, at a cost which enables a number of sponsors in any one community to bring quality programming to their customers.

•

As far as can be best traced, the inception of network co-operative programming originated with Fulton Lewis, Jr., (MBS), who is credited with having first commenced the co-operative program idea. His first paying sponsor was the American National Bank in Denver, Colo. This same bank has been sponsoring the Lewis broadcast ever since.

A revolutionary departure for "Information Please," another Mutual program, took place in 1947, when that program went co-op, allowing it to be heard over 107 stations by the end of the year.

Among ABC's top co-operative shows are the "Abbott & Costello" show, now sponsored over 65 stations of ABC, covering the major markets in the U. S. The weekly cost of such a program varies according to the affiliate using it, but a good example is Station WFVA, a 250 watt outlet in Fredericksburg, Va. This station pays $38 for this top comedy program, which includes cost for time and talent. WJZ, ABC's key outlet in New York, a 50,000 watt station, pays $1929 for the same program. Another ABC co-op program which rates high is Martin Agronsky, ABC's news commentator, which incidentally, is the network's leader in co-op sales, with 101 advertisers sponsoring the program on 85 stations.

NBC's "World News Roundup," heard Monday through Saturday, remains in that network's No. 1 spot, with 31 sponsors on 53 stations. Next in line is their "News of the World," program, with 19 sponsors, heard over 58 affiliates. A new-comer to the NBC co-op list of programs is Robert Ripley's "Believe It Or Not" program, heard over 79 stations with 14 sponsors.

Among CBS' top co-op shows is their "World News Roundup," heard over many of the CBS affiliates throughout the country. "Bill Henry and the News," another leading CBS co-op show is a news program much in demand by radio advertisers.

All told, the co-operative program is very much in evidence, with the co-operative program departments of each network accountable for a goodly portion of their increased business for 1947.

For a Complete List of Network Co-op Programs See Page 992

ALICE FAYE and PHIL HARRIS

FITCH BANDWAGON

SUNDAY AFTERNOONS

N.B.C.

Non-Commercial AM Educational Outlets

As Listed By The Federal Communications Commission, Jan. 1, 1948

		CALIFORNIA		
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 watts
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100 watts
		COLORADO		
Denver	KPOF	Pillar of Fire	910	5000 watts
		IOWA		
Ames	WOI	Iowa State College	640	5000 watts
Boone	KFGQ	Boone Biblical College	1260	250 watts
Decorah	KWLC	Luther College	1240	250 watts
Iowa City	WSUI	The State U. of Iowa	910	5000 watts
		KANSAS		
Lawrence	KFKU	University of Kansas	1250 CP-1310	5000 watts
Manhattan	KSAC	Kansas State College	580	5000 watts
		MICHIGAN		
East Lansing	WKAR	Michigan State College	870	5000 watts
		MINNESOTA		
Minneapolis	KUOM	University of Minn.	770	5000 watts
Northfield	WCAL	St. Olaf College		5000 watts
		MISSOURI		
Clayton	KFUO	Evangelical Lutheran Synod	850	5000 watts
		NEW JERSEY		
Zaraphath	WAWZ	Pillar of Fire	1380	5000 watts
		NEW YORK		
Brooklyn	WBBR	Watch Tower Bible & Tract. Soc., Inc.	1330	1000 watts CP-5000
New York	WNYC	City of N. Y.	830	1000 watts
		NORTH DAKOTA		
Grand Forks	KFJM	U. of North Dakota	1440	1000 watts
		OHIO		
Columbus	WOSU	The Ohio State U.	820	5000 watts
		OKLAHOMA		
Norman	WNAD	U. of Oklahoma	640	1000 watts
		OREGON		
Corvallis	KOAC	Oregon State Agric. College	550	5000 watts
Portland	KBPS	Benson Polytechnic School	1450	100 watts
		PENNSYLVANIA		
Grove City	WSAJ	Grove City College	1340	250 watts
		SOUTH DAKOTA		
Vermillion	KUSD	University of South Dakota	920	500 watts
		WASHINGTON		
Pullman	KWSC	State College of Wash.	1250	5000 watts
		WISCONSIN		
Madison	WHA	University of Wisconsin	970	5000 watts
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 watts

Bud Lou

ABBOTT *and* COSTELLO

On The Air

Another Year—ABC—Wednesdays

★

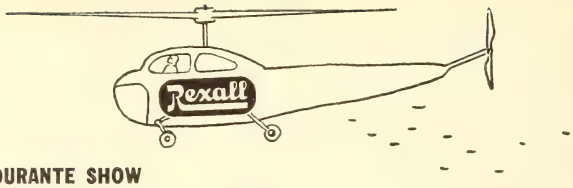
On The Screen in

UNIVERSAL-INTERNATIONAL PICTURES

DICK HAYMES

Every Thursday Night—CBS

"THE DICK HAYMES SHOW"

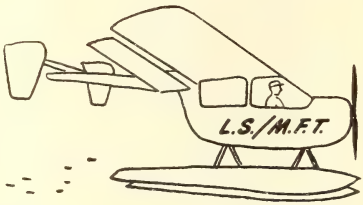


THE JIMMY DURANTE SHOW
(For Rexall Drug Co.)

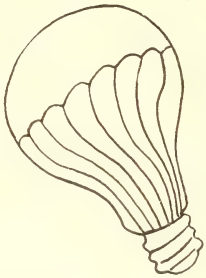
ATLANTIC FOOTBALL AND BASEBALL BROADCASTS AND TELECASTS

HIRES TO YOU
Phil Hanna and Phil Davis' Orchestra

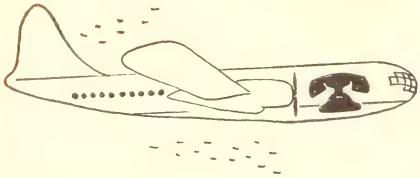
ayer-powered air shows



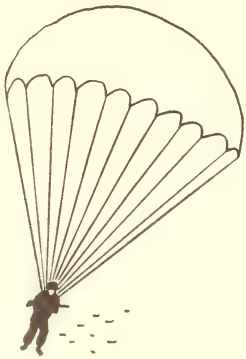
LUCKY STRIKE FOOTBALL TELECASTS



THE ELECTRIC HOUR —THE HOUR OF CHARM
Phil Spitalny and the All-Girl Orchestra



THE TELEPHONE HOUR
Donald Voorhees, the Bell Telephone Orchestra, and world-famous soloists



SOUND OFF with Mark Warnow
FOOTBALL BROADCASTS
(For U. S. ARMY and U. S. AIR FORCE)

n. w. ayer & son, inc.

Philadelphia, New York, Chicago, Detroit
San Francisco, Hollywood, Boston, Honolulu, London

BUSINESS

Agency and Sponsor Network Billings

•

Station Representatives

•

News Services

•

Research Firms

•

Advertising Agencies

RADIO

AND

TELEVISION PROGRAMS

TALENT REPRESENTATION

RICHMAN PRODUCTIONS

10 EAST 43rd STREET NEW YORK 17, N. Y.

MUrray Hill 2-5854

BUSINESS TREND NOTED

By **VAL ADAMS**, *Staff Writer*, RADIO DAILY

Adams

ONE of the outstanding events in the expansion of commercial radio in 1947 was the fact that gross revenue of stations from local retail advertising exceeded network revenue for the first time in history. According to an NAB estimate, the station figure surpassed the gross revenue of the national networks by over $10,000,000. Local retail advertising brought stations about $136,000,000 during 1947, an increase of 17 per cent over the previous year.

The nearly $20,000,000 increase in local retail advertising, however, is due in part to the fact that there were 1400 stations in 1947 compared with 953 in 1946. But NAB said its survey clearly reflected the "increasingly local character" of radio and its growing importance as a "community" medium.

While the 17 per cent increase is impressive, let's look for a piece of information with a little more significance. It'll be found in NAB's estimate of an average eight per cent gross revenue increase in 1947, for all types of stations, and an increase of nine per cent in operating costs. This in no way, however, means that total profits took a dip in 1947 but it does point out that the broadcasters' apprehension that gross and operating increases would run neck and neck has all come true. Reasons given for rises in operating costs ranged from operation of non-profit FM outlets to meeting further wage demands of new labor contracts.

•

Trend toward a lower rate of profit in broadcasting, reported by the FCC in its analysis of 1946 financial statements of licensees, continued on into 1947. Percentage-wise, small stations of 250 watts or less were the best bet in meeting the economic crises. Their average gross was up 10 per cent, higher than any other type of station, while their operating costs went up only five per cent, less than any other type of outlet. Medium stations (500 to 5,000 watts) were caught right in the middle of the trend. Their average gross revenue increase was the lowest of all types (six per cent) while their operating expenses went up more than any others (11 per cent.)

From all advertisers—network, local and spot business—radio got over $357,000,000 (gross revenue) in 1947, according to NAB estimates. This hike of around seven per cent came to some extent from the increasing number of stations on the air and the fact that national spot business went up some nine per cent. National and regional web revenues held pretty steady but did show a slight decline in the combined figures.

Getting specific about national networks, ABC's gross network time sales went up 7.2 per cent in 1947. The take was $43,548,-057 compared with $40,617,130 in 1946. ABC's 7.2 per cent jump last year was far above the only 1.4 per cent gain noted in 1946.

Mutual's gross billings were down about three and one-half million last year but the network reported such was to be expected since in 1946 the jump had been an outstanding 25 per cent. MBS billings were $22,372,711 in 1947 compared with $25,907,202 in 1946.

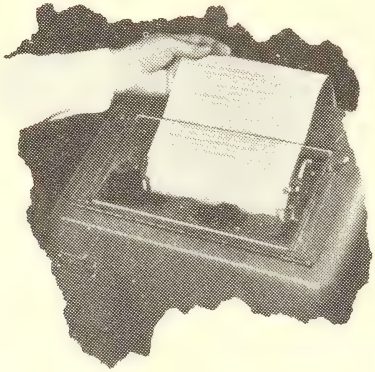
•

The CBS financial statement for 1947, omitting a few items of the previous year, revealed only gross income and didn't talk about gross billings. Trade circles immediately speculated that time sales must have been down in '47, particularly since several big holes showed up in the commercial program schedule. However, gross income for CBS last year was slightly above that in 1946, a figure which includes sale of Columbia Records and income from other operations. Gross income in 1947 was $9,520,100 compared with $9,355,900 the previous year. CBS net income was also a wee bit up in 1947.

In the way of dollar volume time sales, NBC remained at the head of the list and there were periods in 1947 when it came to as near being sold out as a network can be. NBC declined to give figures, although admitting that 1947 was its best year in history and that goes for several of its owned and operated stations. Such being the case, NBC gross billings continued upward of $66,000,000

THE WORLD'S BEST COVERAGE

OF THE WORLD'S BIGGEST NEWS



UP UNITED PRESS

NEWS SERVICES

Associated Press

New York—50 Rockefeller Plaza.....CIrcle 6-4111

Executives

Executive Director and General Manager.....Kent Cooper
Asst. General Manager in Charge of Radio..Oliver Gramling
Assistant Secretary.....Frank Starzel
Radio News Editor.....Tom O'Neil

International News Service

New York—235 East 45th Street.....MUrray Hill 2-0131

Executives

General Manager.....Seymour Berkson
Editor-In-Chief .....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Basil A. Caparell

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....CIrcle 6-4111

Executives

President.....Kent Cooper
V.P. and Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
News Editor.....Geoffrey Tebbutt
Secretary of Accountants.....Sally Ojala
Chief Washington Correspondent.....Paul Scott Rankine
Senior Editor—Washington.....William Hardcastle

Transradio Press Service, Inc.

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

Chairman of the Board.....Herbert Moore
President .....Dixon Stewart
V.P. and General News Manager.....Rex R. Goad
V.P. and Sales Manager.....Robert E. Lee Moore

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President .....Hugh Baillie
Vice-President & General Business Manager..E. M. Williams
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....Phil Newsom
Vice-President & Sales Manager.....Jack Bisco
Asst. Business Manager.....Leroy Keller
Radio Sales Manager.....Alfred F. Harrison

10%

Ten percent commission buys one hundred percent efficiency in the counseling and sale of talent and the development and production of radio programs that sell.

JAMES L. SAPHIER AGENCY, INC.

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1947 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	$ 5,188,332
J. Walter Thompson Co.	4,006,234
Kenyon & Eckhardt, Inc.	3,275,973
McCann-Erickson, Inc.	2,520,472
Batten, Barton, Durstine & Osborn, Inc.	2,449,650
Compton Advertising, Inc.	2,312,823
Hutchins Advertising Co., Inc.	2,010,932
Foote, Cone & Belding	1,282,064
Wade Advertising Agency	1,181,286
La Roche & Ellis, Inc.	1,007,878
Maxon, Inc.	916,430
Wm. H. Weintraub & Co., Inc.	824,383
Hill Blackett & Co.	811,036
Benton & Bowles, Inc.	808,860
Sherman & Marquette, Inc.	801,787
Warwick & Legler, Inc.	761,601
Robert Orr & Associates	758,162
Sullivan, Stauffer, Colwell & Bayles Inc.	716,078
Doherty, Clifford & Shenfield, Inc.	711,144
William Esty & Company, nc.	685,624
Knox, Reeves Advertising, Inc.	682,054
The Biow Company, Inc.	657,277
Kudner Agency, Inc.	595,643
Needham, Lewis & Brorby, Inc.	589,983
Roche, Williams & Cleary, Inc.	584,452
Charles Dallas Reach Co.	568,713
Lawrence C. Gumbinner Advertising Agency	561,216
Erwin, Wasey & Co., Inc.	550,713
Schwimmer & Scott, Inc.	536,466
Honig-Cooper Company	442,516
Tracy-Locke, Inc.	416,088
Hazard Advertising Company	407,850
The Joseph Katz Company	340,281
H. B. Humphrey Company	315,874
Keeling & Co., Incorporated	295,425
Furman, Feiner & Company, Inc.	292,635
N. W. Ayer & Son, Inc.	273,613
McManus, John & Adams, Inc.	253,346
Young & Rubicam, Inc.	235,541
Buchanan & Company, Inc.	200,334
J. M. Mathes, Incorporated	197,802
Gahagan, Turnbull & Company, Inc.	184,419
Henri, Hurst & McDonald, Inc.	177,953
Robert Raisbeck Advertising Agency	167,478
Russel M. Seeds Co.	140,321
Weiss and Geller, Inc.	124,434
Swaney, Drake and Bement, Inc.	115,192
Brisacher, Van Norden & Staff	86,837
Huber Hoge & Sons	61,077
St. George's & Keyes	60,759
Raymond R. Morgan Company	52,814
Pacific National Advertising Agency	52,064
Cosby and Cooper	40,874
Alvin Wilder Advertising	40,560
Brooks Advertising Agency	32,739
M. H. Hackett Co.	30,585
No Agency	23,844
A. W. Lewin Co.	23,233
Ewell & Thurber Associates	23,177
William Von Zehle & Co.	21,479
Abbott Kimball Co., Inc.	16,296
John C. Dowd, Inc.	14,712
Lockewood-Shackleford, Inc.	13,728
Bruce Eldridge Advertising	12,312
Smith, Bull & McCreery, Inc.	1,585
Samuel Lewis Advertising Agency	1,014
TOTAL	$43,548,057

Mutual Broadcasting System 1947 Agency Gross Billings

Gardner Advertising Co.	$ 1,596,693
Ruthrauff & Ryan, Inc.	1,537,853
Cecil & Presbrey, Inc.	1,437,272
Sullivan, Stauffer, Colwell & Bayles	1,371,737
Neal D. Ivey Co.	1,262,966
Roy S. Durstine, Inc.	1,207,614
Wade Advertising Agency	1,166,767
Kudner Agency, Inc.	974,387
Benton & Bowles, Inc.	929,170
Kenyon & Eckhardt, Inc.	785,529
Dancer-Fitzgerald-Sample & Co.	767,960
Arthur Myerhoff & Co.	733,139
Wm. H. Weintraub & Co., Inc.	724,793
Erwin Wasey & Co.	615,334
Grant Advertising Agency	565,689
Hill Blackett, Inc.	523,922
Federal Advertising Agency, Inc.	480,117
Aubrey, Moore & Wallace, Inc.	456,935
St. Georges & Keyes, Inc.	439,374
Hutchins Advertising, Inc.	397,218
Gotham Advertising Co., Inc.	344,764
Maxon, Inc.	299,533
Stanley G. Boynton Advertising	263,188
R. H. Alber Co.	259,049
Bermingham, Cast'eman & Pierce, Inc.	254,708
Swaney, Drake & Bement, Inc.	244,114
Young & Rubicam, Inc.	241,614
N. W. Ayer & Son, Inc.	240,598
D'Arcy Advertising, Inc.	195,956
Sheldon, Quick & McElroy	189,886
Walker & Downing	176,615
Hixon-O'Donnell Advertising, Inc.	175,065
Moss & Arnold & Co.	137,997
McFarland & Aveyard & Co.	136,712
Western Advertising, Inc.	133,752
Owens & Chappell, Inc.	127,428
G. C. Hoskin Association	127,131
Al Paul Lefton & Co., Inc.	107,571
Roche, Williams & Cleary, Inc.	83,910
E. L. Brown Advertising Co.	65,676
Foote, Cone & Belding	58,884
Platt-Forbes, Inc.	57,264
Gordon Best Co.	54,216
Ewell & Thurber Associated	52,301
Furman Feiner & Co., Inc.	46,281
Broadcasting Advertising Co.	38,925
Grey Advertising Agency	30,968
Keeling & Co.,	29,256
The Tullis Co.	27,882
Weston-Burnett, Inc.	26,929
Jim Duffy Co.	26,344
Direct	23,880
Schwimmer & Scott	23,695
Crook Advertising Co.	22,034
Haehnle Advertising	21,091
Henri, Hurst & McDonald, Inc.	17,145
Ewans Associates	8,184
J. Walter Thompson Co.	6,398

1898—1948

The William Morris Agency
is celebrating its
first fifty years.

Since the turn
of the Century
it has been recognized
as the Agency
of the Show World

Through its services
to advertising agencies
and their clients . . .
its rosters of stars, actors,
directors and writers . . . it
maintains this leadership
in radio, transcriptions
and television.

ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.

New York London Chicago Beverly Hills

Smith, Bull & McCreery	6,380
Batten, Barton, Durstine & Osborne	4,970
Shorlane-Benet Co., Inc.	4,532
Brisacher, Van Norden & Staff	2,440
Tarler & Skinner	1,484
Sterling Advertising Co.	1,202
TOTAL	$22,372,711

National Broadcasting Company Columbia Broadcasting System 1947 Agency Gross Billings Not Available

American Broadcasting Co. 1947 Sponsor Expenditures

General Mills, Inc.	$ 3,844,672
Procter & Gamble Co.	2,517,236
Sterling Drug, Inc.	2,025,714
Swift & Company	2,020,098
Philco Corporation	2,010,932
Kellogg Company	1,952,030
The Quaker Oats Co.	1,809,665
Libby, McNeill & Libby	1,649,626
Miles Laboratories, Inc.	1,181,286
Westinghouse Electric Corp.	1,137,412
Toni, Inc.	1,071,725
United States Steel Corporation of Delaware	1,067,725
Curtis Publishing Company	922,706
Gillette Safety Razor Co.	916,430
Kay Daumit	811,036
Wesson Oil & Snowdrift Sales Co.	807,251
Equitable Life Assurance Society of the U. S.	761,601
The Andrew Jergens Co.	758,162
Bristol-Myers Company	711,144
R. J. Reynolds Tobacco Co.	685,624
National Biscuit Co.	684,033
Eversharp, Inc.	657,277
Pacific Coast Borax Co.	638,559
Nestle's Milk Products, Inc.	604,447
Goodyear Tire & Rubber Co., Inc.	591,543
Derby Foods, Inc.	589,983
L. E. Waterman Co.	568,713
The Norwich Pharmacal Co.	561,216
H. B. Semler, Inc.	550,713
Carter Products, Inc.	545,891
Universal Match Corp.	536,466
Reichhold Chemical, Inc.	516,692
Seeman Brothers, Inc.	455,187
Wine Growers Guild	442,516
Dr. Pepper Company	416,088
American Cyanamid Company	407,850
Raymond Laboratories, Inc.	380,942
The Frank H. Lee Company	369,196
American Oil Company	340,281
Ward Baking Company	336,510
The Christian Science Publishing Society	315,874
Hastings Mfg. Co.	295,425
American Federation of Labor	289,854
Champion Spark Plug Co.	253,346
United States Army & Air Force Recruiting Service	238,817
General Electric Co. (Lamp Dept.)	231,801
John Hancock Mutual Life Insurance Co.	229,464
American Tobacco Co. (The)	206,835
The Texas Company	200,334
American Express Company	197,802
America's Future, Incorporated	184,419
Lewis Howe Company	183,681
John Morrell & Co.	177,953
Noxzema Chemical Co.	170,187
Knox Company, Inc.	167,478
Hunt Foods, Inc.	166,698
Brown & Williamson Tobacco Corp.	140,321
Elgin American Division of Illinois Watch Case Co.	124,134
Club Aluminum Products Co.	115,192
The Drackett Co.	68,843
'42" Products, Ltd.	67,611
William H. Wise & Co., Inc.	61,077
Benjamin Moore & Co.	60,759
Fisher Flouring Mills Co.	52,064
Bosco Company	41,826
Sealey Mattress Company	40,560
Safeway Stores, Inc.	36,608
The Charles E. Hires Co.	34,796
Bekins Van & Storage	32,739
Wm. S. Scull Company	30,585
J. A. Folger & Co.	26,542
Los Angeles Soap Company	26,272
Harvel Watch Co.	23,233
Wilson Sporting Goods Co.	23,177
Brotherhood of Railroad Trainmen	21,479
Committee for First Amendment	21,176
G. N. Coughlan Co.	19,829
Peter Paul, Inc.	19,226
The Wildroot Co., Inc.	16,596
Union Pharmaceutical Company, Inc.	16,296
First National Stores, Inc.	14,712
California Medical Association	13,728
Gallencamp Stores, Inc.	12,312
Meril Studio	4,266
Fisher Body Division (General Motors Corp.)	4,100
RKO Pictures	3,504
Controversial Issues	2,984
Jewish Daily Forward	1,893
Politicals	1,586
Ice Capades, Inc.	1,585
TOTAL	$13,548,057

Mutual Broadcasting System 1947 Sponsor Expenditures

Ralston Purina Co.	$ 1,572,140
Bayuk Cigars, Inc.	1,262,966
Carter Products, Inc.	1,217,143
Serutan Co.	1,207,614
Miles Laboratories, Inc.	1,166,767
General Foods Sales Co., Inc.	1,003,126
General Motors Corp.	974,387
Philip Morris & Co., Ltd.	939,429
Kellogg Co.	785,529
Whitehall Pharmacal Co.	767,960
Pharmaco Co.	719,126
Mutual Benefit Health & Accident Association of Omaha	706,535
Quaker Oats Co.	627,266
Cudahy Packing Co.	565,689
Wander Co.	523,922
Ronson Art Metal Works	497,843
American Safety Razor Corp.	480,117
Helbros Watch Co.	457,827
Williamson Candy Co.	456,935
Revere Copper & Brass, Inc.	439,374
Philco Corp.	397,218
Lutheran Laymen's League	344,764
Gillette Safety Razor Corp.	299,533
R. B. Semler, Inc.	281,797

ROBERT COE ASSOCIATES

personalized management

★ radio

★ television

★ motion pictures

366 madison ave. new york 17, n. y.

Trimount Clothing Co.	266,966
Radio Bible Class	263,188
Voice of Prophecy, Inc.	260,873
Fuller Foundations	259,049
Conti Products Corp.	254,708
Kaiser-Frazer Corp.	244,114
U. S. Army Recruiting Service	240,598
Young Peoples Church of the Air	225,564
Coca Cola Co.	195,956
Commercial Credit Co.	189,886
Mail Pouch Tobacco Co.	176,615
Richfield Oil Corp.	175,065
Petri Wine Co.	167,958
Noxzema Chemical Co.	154,594
National Board of Fire Underwriters	136,712
United Electrical Radio Machine Workers of America	134,827
American Transit Association	127,428
Musterole Co.	107,973
Triangle Publications	107,571
Taylor-Reed Corp.	104,802
Delaware, Lackawanna & Western Coal Co.	86,659
Revere Camera Co.	83,910
Bible Institute of Los Angeles	66,807
Hershel California Fruit Co.	65,676
Peter Paul Inc.	57,264
Carey Salt Co.	54,216
Wilson Sporting Goods Co.	52,301
Armour & Co.	48,188
American Federation of Labor	46,281
Pilot Radio Corp.	30,968
H. C. Cole Milling Co.	30,951
Hastings Manufacturing Co.	29,256
American Bird Products, Inc.	26,929
G. Barr & Co.	26,604
National Economic Council, Inc.	26,344
Esquire, Inc.	23,695
International Milling Co.	22,034
Appalachian Coal, Inc.	21,091
Chicago Tribune	18,612
Perfect Circle Co.	17,145
Pepsodent Division, Lever Bros. Co.	10,696
Christian Reform Church	8,184
Shipstead & Johnson	6,380
Murine Company, Inc.	4,970
Communist Party U. S. A.	4,532
National Federation of Telephone Workers	4,494
Progressive Citizens of America	3,170
Beverly Westwood Citizens Committee	2,440
Park Street Evangelical Church	1,484
Horwitz & Duberman	1,202
Grand Lodge of the A.F. of A.M. State of New York	774
TOTAL	$22,372,711

National Broadcasting Company Columbia Broadcasting System 1947 Sponsor Expenditures Not Available

American Broadcasting Co. 1947 Gross Monthly Billings

January	$ 3,577,008
February	3,241,101
March	3,568,895
April	3,453,150
May	3,628,602
June	3,377,565
July	3,470,190
August	3,376,483
September	3,656,012
October	4,203,034
November	3,903,944
December	4,092,073
TOTAL	$43,548,057

Mutual Broadcasting System 1947 Gross Monthly Billings

MONTH	MONTHLY
January	$ 2,110,515
February	1,850,141
March	2,074,745
April	1,812,676
May	1,909,309
June	1,761,575
July	1,463,703
August	1,481,756
September	1,558,094
October	1,978,801
November	2,176,291
December	2,195,105
TOTAL	$22,372,711

National Broadcasting Company Columbia Broadcasting System 1947 Gross Monthly Billings Not Available

American Broadcasting Co. 1947 Industrial Classifications

Foods and Food Beverages	$15,476,210
Drugs and Toilet Goods	11,200,995
House Furniture & Furnishings	2,920,030
Laundry Soaps & Housekeepers' Supplies	2,897,237
Stationery and Publishers	2,313,028
Financial and Insurance	1,188,867
Automotive Industry	1,144,414
Building Materials	1,067,725
Cigars, Cigarettes and Tobacco	1,032,780
Confectionery and Soft Drinks	1,006,576
Radios, Phonographs and Musical Instruments	874,213
Miscellaneous	829,740
Lubricants, Petroleum Products and Fuel	540,615
Wines, Beers and Liquors	442,516
Clothing and Dry Goods	369,196
Jewelry and Silverware	147,667
Paints and Hardware	60,759
Sporting Goods	23,177
Shoes and Leather Goods	12,812
TOTAL	$43,548,057

A. & S. LYONS INC.

MANAGERS OF DISTINGUISHED ARTISTS

20 YEARS OF RADIO LEADERSHIP

NEW YORK

515 MADISON AVENUE

BEVERLY HILLS

356 NO. CAMDEN DRIVE

MIDWEST RADIO OPTIMISTIC

By **NAT GREEN**, *Chicago Representative of* RADIO DAILY

CHICAGO radio started the year 1948 with a healthy optimism based upon concrete achievements of the past year and promising indications that the new year would see substantial expansion of advertising budgets, with radio getting an agreeable share of the advertising dollars. An excellent example of what to expect in '48 was the announcement of the Toni Company, makers of a hair beauty aid, that the firm's advertising budget for the year would be $6,000,000, approximately $4,000,000 of which would be devoted to radio. With approximately 125 other advertisers having budgets exceeding a million dollars each annually, and all of them having found radio a profitable medium, both local and network sales departments feel sure that they will keep pace with the upward sales curve.

Green

•

Substantial progress has been made in programming and production by Chicago radio stations, which have been making a sincere effort to improve their shows—with considerable success. A number of programs in the public service category have received high commendation. In common with the trend elsewhere, Chicago has seen a tremendous increase in disc jockey shows, some of which have gained astonishing popularity. New disc shows continue to pop up, although in the opinion of many radio men they have been overdone.

•

Activities in all branches of ABC's central division showed marked improvement in 1947, according to E. R. Borroff, vice-president in charge of the Chicago operations, and give promise of further progress during 1948. Borroff pointed to the additional business sold through the division; the increase in Chicago originations, and the huge success enjoyed by the sponsors of the "Jack Armstrong" and "Sky King" programs which were expanded from quarter-hour daily segments to 30-minute broadcasts on alternate days. Two long-established New York ABC programs, "Ladies Be Seated" and "Terry and the Pirates," moved to Chicago in '47, and a new audience participation program, "Welcome Travelers," started last summer, quickly became a favorite. Commenting on the record made by the division last year, Gil Berry, sales manager, said: "The tremendous strides made by ABC in 1947 will continue on an even greater scale in 1948."

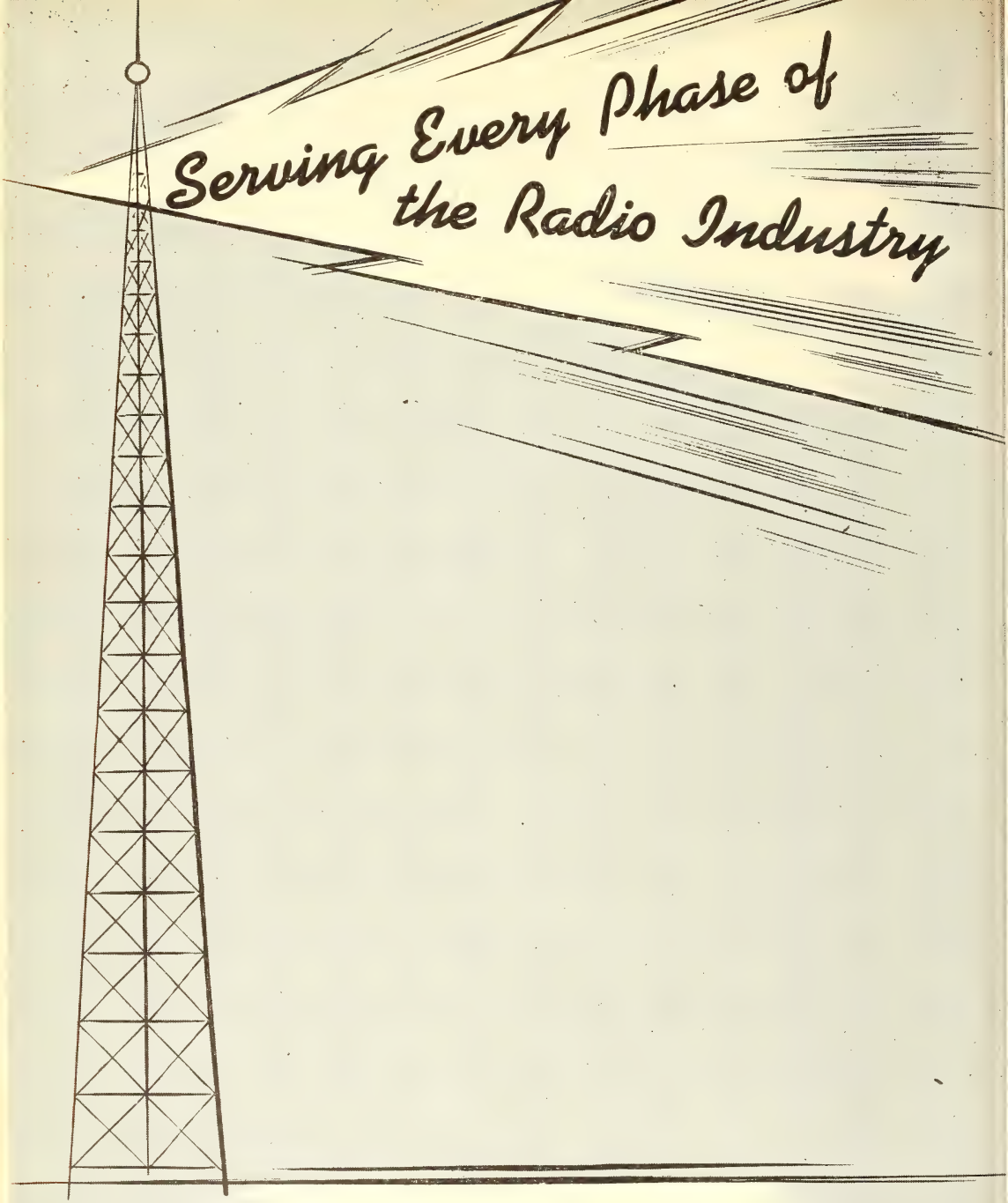
NBC and its local station, WENR, started the new year with many new accounts and important renewals on their books, and I. E. Showerman, NBC manager, said '48 promised a steady increase in business. In programming and production, NBC has kept pace with the times. A prosperous 1948 for WGN and Mutual is seen by Ade Hult, Mutual's midwest manager. A new WGN program, Lou Cowan's "R.F.D. America," launched late in '47, was zooming to popularity by mid-January.

•

The CBS station, WBBM, won commendation and several awards for public service programs such as "Report Uncensored," "Democracy, U. S. A.," and "Assignment Home," and for the work done by the WBBM-FM Studio Theater. Both commercially and from a program and production standpoint, 1948 promised to be a successful year.

Chicago's independent stations carried more business in 1947 than during the previous year and entered the new year with excellent prospects for greater increases. WJJD, the Marshall Field station, and WIND reported heavy billing, and WGES carried a record amount of local business.

FM radio has made progress in the Chicago area. WEAW in suburban Evanston went in operation in 1947 and has become firmly established. WENR-FM started operation January 1, and WOAK, in suburban Oak Park, was scheduled to go on the air about March 1. Evanston also has a new AM station, WNNP, and a new AM station, WVON, was in the works early in the year for Chicago's South Side.



MCA

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ESTIMATED RADIO HOMES FOR 1947

Estimated Population by States—from Current Reports, Bureau of the Census, July, 1947

	Estimated Population July, 1947	% *Increase* 1940-1947	*Radio Homes* 1947	*Farms With Radios* 1945
ALABAMA	2,824,000	— 0.3	481,424	117,485
ARIZONA	657,000	+31.6	144,091	10,216
ARKANSAS	1,903,000	— 2.4	427,144	133,416
CALIFORNIA	9,876,000	+43.0	2,679,935	119,188
COLORADO	1,159,000	+ 3.2	298,501	39,956
CONNECTICUT	2,020,000	+18.2	502,375	20,436
DELAWARE	293,000	+ 9.9	71,778	7,009
DIST. OF COLUMBIA	861,000	+29.8	216,737	22
FLORIDA	2,394,000	+26.2	521,651	33,871
GEORGIA	3,233,000	+ 3.5	566,359	117,937
IDAHO	488,000	— 7.0	121,867	36,660
ILLINOIS	8,221,000	+ 4.1	2,185,416	175,778
INDIANA	3,858,000	+12.6	1,009,348	147,417
IOWA	2,606,000	+ 2.7	680,295	190,438
KANSAS	1,914,000	+ 6.3	492,538	115,769
KENTUCKY	2,777,000	— 2.4	552,670	148,692
LOUISIANA	2,549,000	+ 7.8	468,914	63,025
MAINE	911,000	+ 7.5	216,803	35,356
MARYLAND	2,215,000	+21.6	551,829	31,628
MASSACHUSETTS	4,725,000	+ 9.5	1,225,899	33,660
MICHIGAN	6,249,000	+18.9	1,518,787	154,353
MINNESOTA	2,897,000	+ 3.7	720,089	165,243
MISSISSIPPI	2,092,000	— 4.2	340,659	118,653
MISSOURI	3,854,000	+ 1.8	968,943	190,148
MONTANA	494,000	—11.7	126,181	31,744
NEBRASKA	1,301,000	— 1.1	326,497	94,635
NEVADA	140,000	+27.0	36,532	2,673
NEW HAMPSHIRE	547,000	+11.3	136,008	16,489
NEW JERSEY	4,435,000	+ 6.6	1,149,364	24,320
NEW MEXICO	550,000	+ 3.4	98,357	15,819
NEW YORK	14,092,000	+ 4.5	3,737,443	131,783
NORTH CAROLINA	3,718,000	+ 4.1	644,069	172,115
NORTH DAKOTA	552,000	—14.0	118,998	57,769
OHIO	7,773,000	+12.5	2,034,588	186,503
OKLAHOMA	2,311,000	— 1.1	499,018	122,448
OREGON	1,517,000	+39.2	440,160	56,254
PENNSYLVANIA	10,281,000	+ 3.8	2,497,186	143,252
RHODE ISLAND	761,000	+ 6.7	195,400	3,268
SOUTH CAROLINA	1,918,000	+ 1.0	312,498	67,853
SOUTH DAKOTA	564,000	—12.3	132,515	57,691
TENNESSEE	3,079,000	+ 5.6	597,686	157,983
TEXAS	7,118,000	+11.0	1,481,168	267,440
UTAH	637,000	+15.8	154,654	20,173
VERMONT	364,000	+ 1.3	87,584	21,305
VIIRGINIA	3,019,000	+12.7	575,518	104,762
WASHINGTON	2,233,000	+28.6	653,015	73,397
WEST VIRGINIA	1,849,000	— 2.8	370,664	66,201
WISCONSIN	3,283,000	+ 4.6	829,246	156,442
WYOMING	275,000	+ 9.7	69,626	11,332
TOTAL U. S.	14,382,000	+ 8.9	34,596,727	4,264,007

% Increase and Decrease from Current Population Reports, Bureau of the Census, July, 1947.

Radio Homes—derived from Population increases, number of persons per private family and estimated percent of Radio Homes.

Farms with Radios—U. S. Census of Agriculture, 1945.

For Complete Listing of Standard Broadcast Stations in the U. S. See Page 291

Greetings from

RADIO

CONCERT

OPERA

NCAC

THEATRE

LECTURE

MOTION PICTURES

Exclusive Booking Direction For

S. HUROK • HUROK ATTRACTIONS and HUROK ARTISTS, Inc.

National Concert and Artists Corp.

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Research Organizations

AUDIENCE RESEARCH, INC.
444 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1872
Princeton, New Jersey
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: HIllside 8103

A. S. BENNETT ASSOCIATES
93 Park Avenue, New York 16, N. Y.
Phone: MUrray Hill 5-7965

C. C. CHAPELLE COMPANY
188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814

CROSSLEY, INC.
330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
4 Mercer St., Princeton, N. J.
Phone: PRinceton 1616

EGERT RESEARCH CO.
595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

ELLIOTT-HAYNES, LTD.
(Radio Research Division)
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

C. E. HOOPER, INC.
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
(Production Office)
Day Hill, Norwalk, Conn.
Phone: 6-2574
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 3553

INDUSTRIAL SURVEYS CO., INC.
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690
127 No. Dearborn St., Chicago 2, Ill.
Phone: State 7783

KNIGHT & PARKER
6530 Sunset Blvd., Hollywood 28, Calif.
Phone: HIllside 4174

McKINSEY & COMPANY
(Management Consultants)
60 East 42nd St., New York 17, N. Y.
Phone: VAnderbilt 6-5280

A. C. NIELSEN COMPANY
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 4400

NOBLE & SWARS, INC.
7 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-7461

OFFICE OF RESEARCH, INC.
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 3-2335

RALPH L. POWER
580 Crane Blvd., Los Angeles 31, Calif.
Phone: CApital 7596

THE PULSE, INC.
110 Fulton St., New York 7, N. Y.
Phone: REctor 2-6863

RADIO COPY
162-25 Depot Road, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.
220 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-6658
519 6th St., N. W., Wash., D. C.
Phone: Executive 2689
5050 Joy Road, Detroit, Mich.
Phone: Tyler 7-1290
904 Grant Avenue, Rockford, Ill.
Phone: Blackhawk 4155
11152 South Figueroa St., Los Angeles, Calif.
Phone: Plymouth 5-0231
New England—36 Springfield St.
Phone: North Wilbraham 240 Ring 3

ELMO ROPER
30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 6-7164

N. C. RORABAUGH CO.
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.
2 West 45th St., New York 19, N. Y.
Phone: VAnderbilt 6-6066

SPOT RADIO SERVICE
161 East 48th St., New York 17, N. Y.
Phone: LExington 2-5032

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Are you buying prestige, service, reports at a rate that is too high when what you need is a true analysis of your national selling problems and *Real Imaginative Selling?*

When you go out to sell someone a proposition yourself whether it be in your radio business or in any other type of business with which you are connected, you first analyze your situation. You do not hope to make a deal through fast talk but rather through your presentation of a strong case.

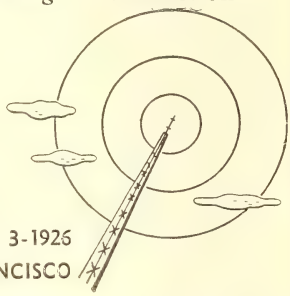
These things are very much the same in selling time to advertisers in the national spot field. A study of the advertisers' problems must be made, an analysis of how the stations' facilities can be best used, must be made and a *Real Imaginative Selling* presentation must be made.

We'll go along with you and admire your fine advertising campaign, we'll even go along and admire the fine ads of your network and representative. We'll even agree that your present method of approach to the national spot field is considered acceptable to the trade. However, the test is—are you getting results?

Is your dollar volume high enough to pay for the ever increasing cost of operation? Is all of your salable time sold?

We started out a little more than three years ago with a sound idea and a number of highly experienced radio people. The results, station by station, are more than we can put into this space, but these facts are available. (A survey made by one of our stations before selecting us showed our organization as one of the first three in every agency queried.)

Our presentation is a simple one. It shows our analysis of a station's problem and the results. There is nothing to be lost and perhaps something to be gained by hearing our experience of three years summed up in forty minutes. There is no obligation and we may give you an idea for *Real Imaginative Selling* in connection with your station.



Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

11 West 42nd Street, New York 18, New York LOngacre 3-1926

NEW YORK . CHICAGO . LOS ANGELES . SAN FRANCISCO

☆ Radio Station Representatives ☆

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Montreal—Dominion Square Bldg., B. Hall ..... Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert ..... Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner 96-861
Vancouver—198 W. Hastings St., J. E. Baldwin ..... Marine 9542
Stations—CJVI, Victoria, B. C.; CKWX, Vancouver, B. C.; CKPG, Prince George, B. C.; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CJCA, Edmonton, Alta.; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CHAT, Medicine Hat, Alta.; CKBI, Prince Albert, Sask.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFRA, Ottawa, Ont.; CFCF, Montreal, P. Q.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJLS, Yarmouth, N. S.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; VONF, St. Johns, Nfld.; VOWN, Corner Brook, Nfld.

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(National Spot Sales Division)

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Hollywood—1440 N. Highland Ave., Clyde Scott, Manager ..... Hillside 8231
Detroit 26—1770 Stroh Bldg., Harold Christian, Manager ..... Cherry 8321
San Francisco—155 Montgomery St., Kirk Torney, Manager ..... Exbrook 6544
Stations—KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.

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New York 17—565 Fifth Ave. ..... PLaza 3-2622
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Chicago 1—333 N. Michigan Ave. ..... Andover 4710
J. W. Knodel.
San Francisco 4—544 Market St ..... Douglas 5873
D. H. Sandeberg.
Los Angeles 15—315 W. Ninth St ..... Trucker 2095
Norman E. Noyes.
Atlanta 3—41 Marietta St., N. W.
Charles C. Coleman.
Stations—WROW, Albany, N. Y.; WAGA, Atlanta, Ga.; WGAC, Augusta, Ga.; KERO, Bakersfield, Cal.; WKBW, Buffalo, N. Y.; WHAN, Charleston, S. C.; WAYS, Charlotte, N. C.; WJJD, Chicago, Ill.; WSAI, Cincinnati, Ohio; WKIX, Columbia, S. C.; KDAL, Duluth, Minn.; KFRE, Fresno, Cal.; KILO, Grand Forks, N. D.; WJEF, Grand Rapids, Mich.; WFBC, Greenville, S. C.; KULA, Honolulu, T. H.; WMBR, Jacksonville, Fla.; WKZO, Kalamazoo, Mich.; WIBA, Madison, Wis.; WEMP, Milwaukee, Wis.; WDGY, Minneapolis-St. Paul, Minn.;KLO, Ogden, Utah; KOMA, Oklahoma City, Okla.; WIRL, Peoria, Ill.; KOIN, Portland, Ore.; WHBF, Rock Island, Ill., (Quad

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In 1946 and again in 1947 Avery-Knodel pledged "Aggressive Activity" to meet the ever increasing competitive situation. We renew the pledge for 1948.

"Aggressive Activity" is the vision to plan, the knowledge and experience to present the plan intelligently, and the follow-through to carry the plan to successful fulfillment.

We're still young . . . we're still growing . . . we're still imbued with the "Aggressive Activity" that pays dividends for the properties we represent.

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PLaza 3-2622

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ATLANTA 3
41 Marietta St., N. W.
CYpress 7545

LOS ANGELES 15
315 W. Ninth St.
TUcker 2095

CHICAGO 1
333 N. Michigan Ave.
ANDover 4710

Cities); WNAO, Raleigh, N. C.; WRUN, Rome, N. Y.; KROY, Sacramento, Cal.; KALL, Salt Lake City, Utah; WDAR, Savannah, Ga.; KJR, Seattle, Wash.; KMA, Shenandoah, Ia.; KSOO, Sioux Falls, S. D.; KTUL, Tulsa, Okla.; KXEL, Waterloo, Ia.; The Intermountain Network.

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(New England Representative)*

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Stations—WIBW, Topeka, Kans.; KGIW, Alamosa, Cal.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KIEV, Glendale, Cal.; KCKN, Kansas City, Mo.; KVRS, Rock Springs, Wyo.; KAST, Astoria, Ore.; KRSC, Seattle, Wash.; WIBX, Utica, N. Y.; WSNY, Schenectady, N. Y.; WATN, Watertown, N. Y.; KWBR, Oakland, Cal.

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San Francisco—608 Russ Bldg., Lindsey Spight, V-P.; David N. Simmons....Douglas 3188
St. Louis—1148 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 5688
Detroit—1114 Book Bldg., Charles M. Adell.....Randolph 5257
Stations—WFBR, Baltimore, Md.; KFYR, Bismarck, N. D.; KIDO, Boise, Idaho; WHDH, Boston, Mass.; WLS, Chicago, Ill.; KFRU, Columbia, Mo.; WBNS, Columbus, Ohio; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; KHON, Honolulu, T. H.; KTRH, Houston, Tex.; WIBC, Indianapolis; WROL, Knoxville, Tenn.; WHB, Kansas City, Mo.; KHJ, Los Angeles, Cal.; WLOL, Minneapolis; WDSU, New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Nebr.; WOW, Omaha, Nebr.; KOY, Phoenix, Ariz.; KALE, Portland, Ore.; WMBG, Richmond, Va.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City; KABC, San Antonio, Tex.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; WGBI, Scranton, Pa.; KDB, Santa Barbara, Cal.; KGDM, Stockton, Cal.; KTUC, Tucson, Ariz.; KZPI, Manila, P. I.; The Don Lee Broadcasting System, Los Angeles, Cal.; The Arizona Network, Phoenix, Ariz.; The Aloha Network, Honolulu, T. H.

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Chicago 1—360 N. Michigan Ave., Kenneth Carpenter.....Dearborn 5277
Los Angeles 28—6757 Hollywood Blvd., Fred Mitchell.....Hillside 7822
Stations—KSFO, San Francisco, Cal.; KXA, Seattle, Wash.; WHP, Harrisburg, Pa.; WNBF, Binghamton, N. Y.

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M. H. Long, President; Joseph F. Timlin, Vice-President, N. Y., Manager of radio department.
Chicago—360 N. Michigan Avenue.....Central 5726
John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.
Detroit—General Motors Bldg., Harry Anderson.....Trinity 1-0440
Dallas—First National Bank Bldg., J. S. McCauley.....Central 8569
Atlanta—Rhodes Haverty Bldg., H. L. Ralls.....Walnut 4851
St. Louis—Arcade Bldg., J. E. Nicholson.....Chestnut 6192
Kansas City—Board of Trade Bldg., G. F. Dillon.....Harrison 1023
San Francisco—5 Third St., George D. Close.....Garfield 6740
Los Angeles—George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle.....Michigan 1269
Charlotte, N. C.—612 Commercial National Bank Bldg., B. G. Finch.....Charlotte 8839
Memphis—1018 Sterick Bldg., Sidney L. Nichols.....Memphis 8-2344
Stations—WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.; WRBC, Jackson, Miss.; KBYE, Oklahoma City, Okla.; WGBA, Columbus, Ga.; KAND, Corsicana, Tex.

BURN-SMITH COMPANY, INC.

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John A. Toothill, President & General Manager.
New York 18—19 W. 44th St.....MUrray Hill 2-3124
C. Stanley Bailey, V-P. & Eastern Manager.
Los Angeles 15—1151 S. Broadway, Clark Barnes, Mgr.....Richmond 6184
Stations—KFOX, Long Beach, Calif.; WRUF, Gainesville, Fla.; WALB,

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A twenty-seven year old representative organization with a sound operation program and a refreshing conception of the relationship between the radio station, advertiser, agency, and representative.

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607 S. Hill Street

SAN FRANCISCO
300 Montgomery St.

ATLANTA
905 Wm. Oliver Bldg.

CINCINNATI
4 W. Seventh St.

DETROIT
1964 Penobscot Bldg.

KANSAS CITY
15 West 10th St.

ST. LOUIS
411 No. 10th St.

Albany, Ga.; WBGE, Atlanta, Ga.; WWXL, Peoria, Ill.; WSUA, Bloomington, Ind.; WTRC, Elkhart, Ind.; WIKY, Evansville, Ind.; WFTW, Fort Wayne, Ind.; WJVA, South Bend, Ind.; KCBC, Des Moines, Iowa; WLBJ, Bowling Green, Ky.; WHLN, Harlan, Ky.; WKYW, Louisville, Ky.; WOMI, Owensboro, Ky.; WBOC, Salisbury, Md.; WHAI, Greenfield, Mass.; WPAG, Ann Arbor, Mich.; WELL, Battle Creek, Mich.; WJLB, Detroit, Mich.; WFDF, Flint, Mich.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WCMA, Corinth, Miss.; WKOP, Binghamton, N. Y.; WISE, Asheville, N. C.; WHHT, Durham, N. C.; WCNC, Elizabeth City, N. C.; WGBG, Greensboro, N. C.; WMFR, High Point, N. C.; WFTC, Kinston, N. C.; WCBT, Roanoke Rapids, N. C.; WSTP, Salisbury, N. C.; WMFD, Wilmington, N. C.; WCMW, Canton, Ohio; WJSW, Altoona, Pa.; WMRF, Lewiston, Pa.; WBAX, Wilkes-Barre, Pa.; KWJJ, Portland, Oregon; WAIM, Anderson, S. C.; WMRC, Greenville, S. C.; WOPI, Bristol, Tenn.; KFRO, Longview, Texas; WFVA, Fredericksburg, Va.; WSSV, Petersburg, Va.; WROV, Roanoke, Va.; WJLS, Beckley, W. Va.; WIBU, Madison, Wis.

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William L. McKee.
Chicago 1—180 N. Michigan Avenue, Tom L. Greene.....Central 5977
Kansas City 6, Mo.—300 Waltower Bldg., Joseph H. Story, Jr.....Victor 3864
San Francisco 4—1207 Russ Bldg., Fred Jameson, Kenneth Morris.....Douglas 5220
**Los Angeles 15*—438 Chamber of Commerce Bldg., Guy Biddick.....Richmond 6184
*(Walter Biddick Co.)
Stations—KCKN, Kansas City, Mo.; WIBW-FM, Topeka, Kans.

THOMAS F. CLARK CO., INC.

New York 17—205 East 42nd St.....MUrray Hill 4-6317
Thomas F. Clark, President; Miss Mary Dempsey, Manager; E. G. Abernethy, Accountant.
Chicago—35 East Wacker Drive.....Central 1112
C. J. Anderson, Manager.
Stations—WJRD, Tuscaloosa, Ala.; KIUP, Durango, Col.; KFKA, Greeley, Col.; KOKO, La Junta, Col.; KGEK, Sterling, Col.; WIRA, Fort Pierce, Fla.; WRHP, Tallahassee, Fla.; WMOG, Brunswick, Ga.; WMJM, Cordele, Ga., WLAG, La Grange, Ga.; WMGA, Moultrie, Ga.; WRLC, Toccoa, Ga.; WFRP, Savannah, Ga.; WCAZ, Carthage, Ill.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, N. Y.; WNBZ, Saranac, N. Y.; WWRL, Woodside, N. Y.; WEGO, Concord, N. C.; WBUY, Lexington, N. C..; WENC, Whiteville, N. C.; KWIL, Albany, Ore.; KMED, Medford, Ore.; KGFL, Roswell, New Mexico; KTNM, Tucumcari, New Mexico; KOCA, Kilgore, Texas; KPLT, Paris, Texas; KIUN, Pecos, Texas.
Stations—WOOB, Anniston, Ala.; KGIW, Alamosa, Col.; KFKA, Greeley, Col.; KOKO, La Junta, Col.; KGEK, Sterling, Col.; WRHP, Tallahassee, Fla.; WLAG, La Grange, Ga.; WMGA, Moultrie, Ga.; WRLC, Toccoa, Ga.; WLSA, Hammond, La.; WSGM, Ste Genevie, Mo.; WSNJ, Bridgeton, N. J.; WMBO, Auburn, N. Y.; WNBZ, Saranac Lake, N. Y.; WWRL, Woodside, N. Y.; WEGO, Concord, N. C.; WBUY, Lexington, N. C.; WENC, Whiteville, N. C.; WSTS, Southern Pines, N. C.; KDSJ, Deadwood, S. D.; WTPR, Paris, Tenn.; KVWC, Vernon, Tex.; WLTC, Gastonia, N. C.

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New York City—205 East 42nd St.....MUrray Hill 7-6958
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Thomas F. Clark, H. G. Wandless, Owners; S. A. Mann, Chg. Sales Promotion; D. McKinlay, Asst. Sales Promotion; M. E. Miklos.
Stations—ARGENTINA: LR3, LRY, and LRY1, "Radio Belgrano," Buenos Aires; And the Belgrano Network, "Primera Cadena Argentina de Broadcastings," which, in addition to "Radio Belgrano," includes: LT8, "Radio

Rosario," Rosario; LRR and LRR1, "Radio Ovidio Lagos," Rosario; LV2, "Radio Central," Cordoba; LV10, "Radio de Cuyo," Mendoza; LV12, "Radio Aconquija," Tucman; LU2, "Radio Bahia Blanca," Bahia Blanca; LV1, "Radio Colon," San Juan; LV11, "Radio del Norte," Santiago del Estero; LT14, "Radio G. Urquiza," Parana; LT7, "Radio Provincia," Corrientes; LT15, "Radio Concordia," Concordia; LV4, "Radio San Rafael," San Rafael; LV13, "Radio San Luis," San Luis; LV14, "Radio La Rioja," La Rioja; LV9, "Radio Provincia," Salta; ZP5 and ZPA5, "Radio Encarnacion," Encarnacion, (Paraguay). COLOMBIA: HJCB and HJCD, "Emisora Nueva Granada," Bogota. COSTA RICA: TILS, "Radio Para Ti," San Jose. CUBA: The RHC-Cadena Azul network of the following stations: CMCY and COCY, Habana; CMHI and COHI, Santa Clara; CMAN, Pinar del Rio; CMJN, Camaguey; CMKV, Holguin; CMKN, Santiago. ECUADOR: HC2AN and HC2DC, "Radiodifusora Cenit," Guayaquil. PANAMA: HOA, HOB, and HP5G, "Radio Panamerican," Panama City. HOW, "Radio Panamericana," Colon; HOG, "Your Community Station," Panama City (All-English). PUERTO RICO: WKAQ, "Radio Corporation of Puerto Rico," San Juan. PERU: OAX4F and OAX4H, "Radio Mundial," Lima. EL SALVADOR: YSO, "La Voz de la Democracia," San Salvador. URUGUAY: CX14 and CXA19, "Radio El Espectador," Montevideo; CX18, "Radio Libertad Sport," Montevideo; And the Espectador network, "Cadena Uruguaya de Radiodifusion," which, in addition to "Radio Espectador," includes: CW1, "Radio Popular," Colonia; CW19, "Difusora Rochense," Rocha; CW23, "Radio Cultural," Salto; CW33, "Radio Florida," Florida; CW35, "Radio Paysandu," Paysandu; CW43, "Radio Lavalleja," Minas; CW45, "Difusora Treinta y Tres," Treinta y Tres; CW46A, "Difusora Zoriilla de San Martin," Tacuarembo; CW47A, "Radio Welcome," San Jose. VENEZUELA: YV5RG and YV5RU, "Ondas Populares," Caracas.

COX & TANZ

Philadelphia 48—430 Chestnut St. . . . . Lombard 3-1720
A. P. Cox; E. R. Tanz.

FORJOE & CO.

NATIONAL
RADIO
REPRESENTATIVES

HEADLEY-
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REPRESENTING
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EXCLUSIVELY

NEW YORK CHICAGO
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Stations—KCLA, Pine Bluff, Ark.; KFFA, Helena, Ark.; KELD, El Dorado, Ark.; WMLT, Dublin, Ga.; WBLJ, Dalton, Ga.; WMOC, Covington, Ga.; WSGC, Elberton, Ga.; WAGM, Presque Isle, Me.; KHAS, Hastings, Neb.; WFLB, Fayetteville, N. C.; WGNC, Gastonia, N. C.; WAND, Canton, Ohio; WPRA, Mayaguez, Puerto Rico; WKOK, Sunbury, Pa.; WOLS, Florence, S. C.; KGFX, Pierre, S. D.; WJZM, Clarksville, Tenn.; KRBA, Lufkin, Tex.; KDWT, Stamford, Tex.; WHUB, Cookeville, Tenn.; WCHV, Charlottesville, Va.; WIGM, Medford, Wis.

HARRY E. CUMMINGS

(Southeastern Representative*)

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Harry E. Cummings:
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***Stations represented on a regional basis in Southeastern United States only.**

FORJOE & COMPANY

New York 18—19 W. 44th Street.....VA. 6-5080
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Chicago—360 N. Michigan Ave., Zangwill Golobe.....State 5587
Los Angeles 14—403 W. 8th St., Lawrence Krasner.....Vandike 9885
San Francisco 5—607 Market St., James R. Connor.....Sutter 1-7569
Philadelphia 7—1301 Widener Bldg., Charles Stahl.....Rittenhouse 9698
Pittsburgh 22—Hotel Keystone, Thomas B. Price.....Grant 5200
Pashington 6—1000 Connecticut Ave., Ben Strouse.....National 7203
Stations—KARV, Mesa, Ariz.; KWKW, Los Angeles, Calif.; KVON, Napa, Calif.; KCMJ, Palm Springs, Calif.; KRNO, San Bernardino, Calif.; KUSN, San Diego, Calif.; KEEN, San Jose, Calif.; WWCO, Waterbury, Conn.; WTUX, Wilmington, Del.; WWDC, Washington, D. C.; WMUY, Miami, Fla.; WNEX, Macon, Ga.; WSBC, Chicago, Ill.; WFAU, Augusta, Me. WJOR, Bangor, Me.; WCOU, Lewiston, Me.; WORL, Boston, Mass.; WCCM, Lawrence, Mass.; WSID, Baltimore, Md.; WJBK, Detroit, Mich.; WBBC, Flint, Mich.; WIBM, Jackson, Mich.; WMIN, Minneapolis-St. Paul, Minn.; KXLW, St. Louis, Mo.; KDRO, Sedalia, Mo.; WBNX, New York, N. Y.; WWOL, Buffalo, N. Y.; WNCA, Asheville, N. C.; WGTL, Charlotte, N. C.; WRRZ, Clinton, N. C.; WRRF, Washington, N. C.; WTOB, Winston-Salem, N. C.; KFMJ, Tulsa, Okla.; WKAP, Allentown, Pa.; WISR, Butler, Pa.; WCHA, Chambersburg, Pa.; WLAN, Lancaster, Pa.; WNAR, Norristown, Pa.; WDAS, Philadelphia, Pa.; WWSW, Pittsburgh, Pa.; WHWL, Wilkes-Barre, Pa.; WRIB, Providence, R. I.; WFAK, Charleston, S. C.; WHHM, Memphis, Tenn.; KVET, Austin, Tex.; KPBX, Beaumont, Tex.; KSIX, Corpus Christi, Tex.; KNUZ, Houston, Tex.; KURV, Rio Grande, Tex.; KONO, San Antonio, Tex.; WLOW, Norfolk, Va.; WTIP, Charleston, W. Va.; WMLO, Milwaukee, Wis.; CKNW, New Westminster, B. C.

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Detroit 26—3463 Penobscot Bldg., W. W. Bryan.....Cadillac 4255
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San Francisco 4—58 Sutter St., A. Leo Bowman.....Sutter 1-4353
Stations—KOB, Albuquerque, N. M.; KFDM, Beaumont, Tex.; KDSH, Boise, Idaho; WGR, Buffalo, N. Y.; WCSC, Charleston, S. C.; WIS, Columbia, S. C.; KRIS, Corpus Christi, Tex.; WOC, Davenport, Iowa; WHO, Des Moines, Iowa; KVOD, Denver, Colo.; WDSM, Duluth-Superior, Wis., WDAY; Fargo, N. D.; WBAP, Ft. Worth-Dallas, Tex.; KGMB-KHBC, Honolulu-Hilo, T. H.; KXYZ, Houston, Tex.; WISH, Indianapolis, Ind.; KMBC-KFRM, Kansas City, Mo.; WAVE, Louisville, Ky.; WMAW, Milwaukee, Wis.; WTCN, Minneapolis-St. Paul, Minn.; WMCA, New York, N. Y.; WGH, Norfolk, Va.; KFAB, Omaha, Neb.; WMBD-WDZ, Peoria-Tuscola, Ill.; KEX, Portland, Ore.; WPTF, Raleigh, N. C.; WDBJ, Roanoke, Va.; WSDJ, San Diego, Calif.; KSD, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KIRO, Seattle, Wash.; WFBL, Syracuse, N. Y.; WTHI, Terre Haute, Ind.

FREMANTLE OVERSEAS RADIO, INC.

New York 21—660 Madison Avenue.....BU. 8-8505
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Chicago—612 N. Michigan Ave., Al Halus.....Superior 8177
Dallas—611 Construction Bldg., Walter Kline.....Riverside 2675
San Francisco—681 Market St., H. G. Wells.....Douglas 4475
London W 1, England—18 Park St., Robert L. Raemaekers.....Grosvenor 3221
Stations—WWCO, Waterbury, Conn. (Italian language sales only); JHDK-HJDE, Medellin, Colombia; Radio Milano 1, Milano, Italy; Radio Bolzano, Bolzano, Italy; Radio Napoli 11, Napoli, Italy; Radio Venezia, Venezia, Italy; Radio Bari 1, Bari, Italy; Radio Genova, Genova, Italy; Radio Roma 1 (Sta. Palomba), Italy; Radio Torino 11, Torino, Italy; Torino 1, Torino, Italy; Bologna 1, Bologna, Italy; Padova, Padova, Italy; Verona, Verona, Italy; Catania, Catania, Italy; Milano 11, Milano, Italy; Palermo, Palermo, Italy; Radio Sardegna (Cagliari); Genova 1, Italy; Bari 11, Italy; Roma 11 (Monte Mario), Italy; Firenze, Firenze, Italy; Firenze 11, Firenze, Italy; Napoli 1, Napoli, Italy; San Remo, San Remo, Italy; Sardegna, Italy;
Emissoras Unidas Group:Radio Panamericana PRH-7, Sao Paulo, Brazil; Radio Sao Paulo PRA-5, Sao Paulo, Brazil; Radio Record PRB-9, Sao Paulo, Brazil.

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Chicago—333 N. Michigan Ave., Jack Kamsler.....And. 6686
Charlotte—201½ S. Tryon, Ray Gilley
Stations—North Carolina State Network: WBBO, Forest City, N. C.; WFNS, Burlington, N. C.; WDUK, Durham, N. C.; WRRF, Washington, N. C.; WKBC, N. Wilkesboro, N. C.; WGWR, Ashboro, N. C.; WEWO, Laurinburg, N. C.;WKNS, Kinston, N. C.; WGTL, Kannapolis, N. C.; WADE, Asheboro, N. C.; WRRZ, Clinton, N. C.; WCEC, Rocky Mt., N. C.; WJEJ, Hagerstown, Md.; WKOX, Framington, Mass.; KARV, Phoenix, Ariz.; WWEZ, New Orleans, La.; KXLO, Lewistown, Mont.; HOL, Colon, Panama; WHTN, Huntington, W. Va.; WHYU Newport News, Va.; KRST, Tyler, Tex.; WNGO, Mayfield, Ky.; WJVB, Jacksonville Beach, Fla.; WGGG, Gainesville, Fla.; WPIK, Washington, D. C.; KVAI, Amarillo, Tex.; KASA, Elk City, Okla.; KBRL, McCook, Neb.; WWWB, Jasper, Ala.; WVVW, Fairmont, W. Va.; W. Va. Group: WHTN, Huntington, W. Va.; WCAW, Charleston, W. Va.; WVVW, Fairmont, W. Va.; WOAY, Oak Hill, W. Va.; WKOY, Bluefield, W. Va.

W. S. GRANT COMPANY, INC.

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Los Angeles—412 W. 6th St., Grant Pollock, Manager.....Vandike 6314
New York—33 West 42nd St., Bernard Howard, Manager.....BRyant 9-1374
Chicago—180 N. Michigan Ave., Frank Back, Manager.....Dearborn 7869
Stations—Sun Country Network: KFSC, Flagstaff, Ariz.; KPSC, Phoenix,

Ariz.; KTSC, Tucson, Ariz.; KYSC, Yuma, Ariz.———KPMC, Bakersfield, Calif.; KHSL, Chico, Calif.; KHUM, Eureka, Calif.; KNGS, Hanford, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KPRL, Paso Robles, Calif.; KVCV, Redding, Calif.; KYOR, San Diego, Calif.; KSJO, San Jose, Calif.; KVEC, San Luis Obispo, Calif.; KSMO, San Mateo, Calif.; KVOE, Santa Ana, Calif.; KSRO, Santa Rosa, Calif.; KVVC, Ventura, Calif.; KHUB, Watsonville, Calif.; KRPL, Moscow, Idaho, WMRP, Flint, Mich.; KAVR, Havre, Mont.; KIYI, Shelby, Mont.; KBNE, Boulder City, Nev.; KATO, Reno, Nev.; WPTW, Piqua, Ohio———Oregon Trail Network: KBKR, Baker, Ore.; KLBM, La Grande, Ore.; KSRV, Ontario, Ore.; KRUL, Corvallis, Ore.; KUGN, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KYJC, Medford, Ore.; KWJJ, Portland, Ore.; KSLM, Salem, Ore.; WBPZ, Lock Haven, Pa.; WHAM, Stroudsburg, Pa.; KNAK, Salt Lake City, Utah; KSVC, Richfield, Utah; KJAM, Vernal, Utah; KXRO, Aberdeen, Wash.; KGY, Olympia, Wash.; KRSC, Seattle, Wash.; KREM, Spokane, Wash.; KWWB, Walla Walla, Wash.; KYAK, Yakima, Wash.

HOMER GRIFFITH COMPANY, INC.

Hollywood 28—6912 Hollywood Blvd.....Hollywood 6281
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New York—280 Madison Avenue.....MUrray Hill 6-4080
John Livingston, Vice-President, Manager Eastern Division.

Chicago—333 N. Michigan Ave., William Dooley.

San Francisco—681 Market St., Ted Hall.....Douglas 2-7529
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etininga; ZYA7, Itarare; ZYE3, Itu; ZY, Ituiutaba; PRG4, Jaboticabal; PRG7, Jau; ZYA5, Joinville; PRB3, Juiz de Fora; ZYE6, Jundiai; ZY16, Lavras; PRJ5, Limeira; ZYB3 Lins; PRF6, Manaus; PR12, Marilia; ZYD7, Montes Claros; ZYB5, Natal; PRD8, PRE6, Niteroi; ZYG8, Olimpia; ZYC5, Paranagua; PRJ4, Parnaiba; ZYB4, Patos de Minas; PRC3, Pelotas; ZYJ5, Pinhal; PRD6, Piracicaba; ZY, Pirajui; ZY13, Pirassununga; PRJ2, Ponta Grossa; PRH5, Pocos de Caldas; PRH2, Porto Alegre; PRJ7, Pouso Alegre; PR15, Pres. Prudente; ZYH7, Pres. Wenceslaw; PRA8, Recife; PRA7, Ribeirao Preto; PRF2, Rio Claro; PRA9, Rio de Janeiro; ZYG9, Rio Negro; PRB8, Rio Preto; ZY, Rio Verde; ZY, Sta. Rita de Sacupai; ZY17, S. Joao del Rei; PRG5, Santos; ZYA6, Sao Carlos; ZYD6, S. José R. Pardo; PR16, Sao Manoel; PRA4, Sao Salvador; ZYA4, Sao Seb. de Paraiso; PRD7, Sorocaba; ZYA8, Taubate; ZY, Tiete; ZYH4, Tupaciguara; ZYC4, Uba; PRE5, Uberaba; PRC6, Uberlandia; ZYD3, Uniao da Vitoria; ZYB2, Varginha. CHILE: CA141, Antofagasta; CC117, Concepción; CD84, Osorno; CD111, Punta Arenas; CB114, Santiago; CD69, Temuco; CD132, Valdivia. COLOM? BIA: HJFM, HJFH, Armenia; HJAN, HJAB, Barranquilla; HJCZ, HJSX, Bogotá; HJGB, Bucaramanga; HJGK, HJEX, Cali; HJAE, HJAF, Cartagena; HJBB, HJBC, Cúcuta; HJFD, Manizales; HJDQ, HJDP, Medellin; HJEQ, Palmira; HJFF, HJFK, Pereira; TIPG, TIPQ, San José. CUBA: CMJI, Camaguey; CMQ, COCQ, Habana; CMKJ, Holguín; CMKQ, Sta. Clara; CMKU, Santiago; CMAQ, Pinar del Río. DOMINICAN REPUBLIC: HIZ, HIIZ, Cd. Trujillo. ECUADOR: HC2AJ, HC2AK, Guayaquil; HC1BD, HC1BF, Quito. GUATEMALA: TGO, TGOA, Guatemala. HONDURAS: HRPI, San Pedro Sula; HRN, Tegucigalpa. MEXICO: XEFQ, Cananea; XEBL, Culiacan; XEDR, Guaymas; XEFM, León; XEDS, Mazatlan; XEZ, Mérida; XEQ, XEQQ, Mexico City; XET, Monterrey; X7FW, XETW, Tampico; XETB, Torreón; YNOW, Managua. PANAMA: HOK, HP5K, Colón; HOC, HP5A, Panamá City. PERU: OAX4E, OAX4K, Lima; OAX4D, Huacho. PARAGUAY: ZP3, ZPA3, Asunción. EL SALVADOR: YSR, San Salvador; YSR, YSF, YSF, San Salvador. URUGUAY: CX16, CX24, Montevideo; CXA8, CXA14, CWI, Colonia; CW51, Maldonado; CW53, Melo; CX52, Mercedes; CW39, Paysandu; CW43B, Rivera; CW31 Salto. VENEZUELA: YV6RH, YV6RE, Barcelona; YV3RN, YV3RE, YV3RS, YV3RD, Barquisimeto; YV5RI, YV5RY, Caracas; YV7RA, YV7RB, Cumaná; YV6RA, YV6RU, Cd. Bolívar; YV1RF, YVIRX, Maracaibo; YV2RU, Mérida; YV2RV, YV2RN, San Cristobal; YV1RO, Trujillo; YV4RA, YV4RO, Valencia.

ARTHUR H. HAGG & ASSOCIATES, INC.

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Omaha 2—320 S. 27th Ave.,H. W. Harvey.....Jackson 2620
Denver 6—1232 Adams St., Lloyd Bowers.....East 2278
Kansas City 17—P. O. Box 163, Kern W. Hagg.....Bonner Sprgs. 508 F-31
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Chicago 1—180 N. Michigan Ave., Dwight S. Reed.....Franklin 4686
Detroit 26—Penobscot Bldg., Rm. 2019, Harold Barrett.....Randolph 7371
Atlanta 3—Palmer Bldg., E. W. Sweatman.....Cypress 4311
Los Angeles—210 W. 7 St., Harold Lindley.....Vandike 1725
San Francisco—300 Montgomery St., Ralph W. Mitchell.....Yukon 6-1265
Stations—WSGN, Birmingham, Ala.; WALA, Mobile, Ala.; WSFA, Montgomery, Ola.; KJBS, San Francisco, Calif.; WELI, New Haven, Conn.; WINX, Washington, D. C.; WCON, Atlanta, Ga.; WROK, Rockford, Ill.; KGL, Ft. Wayne, Ind.; KSO, Des Moines, Iowa; WITH, Baltimore, Md.; WSAM, Saginaw, Mich.; KFEQ, St. Joseph, Mo.; KMMJ, Grand Island, Neb.; WBAB, Atlantic City, N. J.; WINR, Binghamton, N. Y.; WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WWNC, Asheville, N. C.; WSOC, Charlotte, N. C.; WSJS, Winston-Salem, N. C.; WJW, Cleveland, Ohio; WCOL, Columbus, Ohio; WFMJ, Youngstown, Ohio; WSAN, Allentown, Ohio; WFBG, Altoona, Pa.; WJAC, Johnstown, Pa.; WPEN, Philadelphia, Pa.; WAPO, Chattanooga, Tenn.; WLEE, Richmond, Va.; WKOW, Madison, Wisc.

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Los Angeles 13—411 W. 5th St., Harry H. Wise, Jr.....Madison 6-3633
San Francisco—300 Montgomery St., Knox LaRue.....Sutter 1-4091
Stations—WADC, Akron, Ohio; WATL, Atlanta, Ga.; WRDW, Augusta, Ga.; WJBO, Baton Rouge, La.; WBCM, Bay City, Mich.; WTNB, Birmingham, Ala.; WTMA, Charleston, S. C.; WAAF, Chicago, Ill.; WRBL, Columbus, Ga.; WBTM, Danville, Va.; WHIO, Dayton, O.; WWJ, Detroit, Mich.; WEBC, Duluth, Minn.; WEAU, Eau Claire, Wis.; KTSM, El Paso, Tex.; WBIG, Greensboro, N. C.; WJDX, Jackson, Miss.; KGVO, Missoula, Mont.; KOWH, Omaha, Neb.; WHOO, Orlando, Fla.; WIOD, Miami, Fla.; KOOL, Phoenix, Ariz.; WEEU, Reading, Pa.; WHAM, Rochester, N. Y.; KITO, San Bernardino, Cal.; WSAV, Savannah, Ga.; WARM, Scranton, Pa.; KSCJ, Sioux City, Ia.; WSPA, Spartanburg, S. C.; WSPR, Springfield, Mass.; KGBX, Springfield, Mo.; KVI, Seattle, Tacoma, Wash.; WREN, Topeka, Kan.; KCNA, Tucson, Ariz.; KFBI, Wichita, Kan.

HAL HOLMAN CO.

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Stations—WTCM, Traverse City, Mich.; WATT, Cadillac, Mich.; WATZ, Alpena, Mich.; WMEN, Petoskey, Mich.; *WIBM, Jackson, Mich.; WILS, Lansing, Mich.; *WJLB, *WJLB-FM, Detroit, Mich.; WMUS, WMUS-FM, Muskegon, Mich.; WDMJ, Marquette, Mich.; WMMI, Marquette, Mich.; WHLS, Port Buron, Mich.; WCAZ, Carthage, Ill.; WCRA, Effingham, Ill.; WKAN, WKIL-FM, Kankakee, Ill.; WIVB, Belleville, Ill.; WLDS, Jacksonville, Ill.; WVLN, Olney, Ill.; WHBU, Anderson, Mich.; *WLBC, *WLBC-FM, Muncie, Indiana; WGNS, Murfeesboro, Tenn.; WAYX, Waycross, Ga.; WGOV, Valdosta, Ga.; WWPF, Palatka, Fla.; WCLE, Clearwater, Fla.; WKAX, Birmingham, Ala.; KOTA, Rapid City, S. Dakota; KOLT, Scottsbluff, Neb.; KXXX, Colby, Kans.; KSEL, Lubbock, Tex.; KFXJ, Grand Junction, Col.

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Chicago 1—307 No. Michigan Ave., Gerald H. Gunst.....Central 4006
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Kansas City 6—Bryant Building, Thomas Flanagan, Jr.....Victor 7095
Atlanta 3—22 Marietta St., Fred M. Bell.....Walnut 4795
Dallas 5—Republic Bank Bldg., Frank Brimm.....Central 7936
San Francisco 5—Monadnock Bldg., Donald C. Staley.....Sutter 7434
Los Angeles 14—530 W. Sixth St., Stanley J. Reulman.....Tucker 3219
Stations—WRWR, Albany-Schenectady-Troy, N. Y.; *WGST, Atlanta, Ga.; KGHL, Billings, Mont.; WCOP, Boston, Mass.; **WMT, Cedar Rapids, Iowa; WCFL, Chicago, Ill.; WKRC, Cincinnati, Ohio; KVOR, Colorado Springs, Colo.; KLZ, Denver, Colo.; **KRNT, Des Moines, Iowa; WEOA, Evansville, Ind.; WMMN, Fairmont, W. Va.; KGU, Honolulu, T. H.;

WFBM, Indianapolis, Ind.; WPDQ, Jacksonville, Fla.; KLRA, Little Rock, Ark.; *WMAZ, Macon, Ga.; WFEA, Manchester, N. H.; WREC, Memphis, Tenn.; WGBS, Miami, Fla.; WISN, Milwaukee, Wis.; WSIX, Nashville, Tenn.; WKST, New Castle, Pa.; WWL, New Orleans, La.; WKY, Oklahoma City, Okla.; WEEK, Peoria, Ill.; WFIL, Philadelphia, Pa.; WCAE, Pittsburgh, Pa.; WFCI, Providence-Pawtucket, R. I.; WARC, Rochester, N. Y.; KUTA, Salt Lake City, Utah; *WTOC, Savannah, Ga.; KHQ, Spokane, Wash.; WDAE, Tampa, Fla.; WSPD, Toledo, Ohio; WOL, Washington, D. C.; **WNAX, Yankton, S. D.-Sioux City, Iowa.

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JOSEPH HERSHEY McGILLVRA, INC.

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Chicago 1—35 E. Wacker Drive, William Sauerstrom, Manager.....State 5282

Los Angeles 5—684 S. Lafayette Park Place.....Drexel 4388

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San Francisco 4—68 Post Street, Rogers Parratt, Manager, Frances Lindh.....Sutter 1-5568

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J. P. McKINNEY & SON

New York 20—30 Rockefeller Plaza.....CIrcle 7-1179
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Stations—WABY, Albany, N. Y.; WOKO, Albany, N. Y.; WDAN, Danville, Ill.; WENY, Elmira, N. Y.; WGLN, Glens Falls, N. Y.; WTHT, Hartford, Conn.; WLIP, Kenosha, Wis.; WMNB, No. Adams, Mass.; WHDL, Olean, N. Y.; CHVC, Niagara Falls, Ontario and N. Y.; WBEC, Pittsfield, Mass.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

ROBERT MEEKER ASSOCIATES, INC.
(Formerly Radio Advertising Company)

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Chicago 1—333 N. Michigan Ave.....Central 1742-3
E. Eugene Eshleman, Midwest Mgr., Lois Thompson.
Los Angeles 28—6381 Hollywood Blvd., Tracy Moore, West Coast Mgr...Hollywood 5408
San Francisco—79 Post St., Frances Donahue.....Exbrook 8033
Stations—WMGY, Montgomery, Ala.; WDEL, Wilmington, Del.; WBSR, Pensacola, Fla.; WJNO, W. Palm Beach, Fla.; WDWS, Champaign, Ill.; WKMO, Kokomo, Ind.; WKBB, Dubuque, Iowa; WTVL, Waterville, Me.; WARK, Hagerstown, Md.; WGAT, Utica, N. Y.; WRTA, Altoona, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WGAL, Lancaster, Pa.; WRAW, Reading, Pa.; WMBS, Uniontown, Pa.; WORK, York, Pa.; WMAM, Marinette, Wis.; WHBL, Sheboygan, Wis.; HOX-HOXD, Panama, R. P.

NATIONAL BROADCAST SALES

Toronto 1—25 King Street West.....Ad. 8895
J. M. Davidson; Paul F. Mulvihill, Account Executive; R. A. Munro, Account Executive; Norman D. Brown, Account Executive.
Montreal 2—Guy and Sherbrooke Sts., R. A. Leslie.....Fitzroy 6388
Stations—CKGB, Timmis, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.; CJAD, Montreal, Que.; CKTB, St. Catharines, Ont.; CHOK, Sarnia, Ont.; CFPA, Port Arthur, Ont.; CKMO, Vancouver, B. C.; CKRN, Rouyn, Que., CHAD, Amos, Que.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CKEY, Toronto, Ont. (Montreal only).

NBC SPOT SALES DIVISION

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Cleveland—NBC Building, Don Stratton.....Cherry 0942
Chicago—Merchandise Mart, Oliver Morton.....Superior 8300
Denver—1625 California Street, James MacPherson.....Main 6211
San Francisco—NBC Building, Carl A. Nielsen.....Graytone 4-8700
Hollywood—Sunset and Vine, Lathrop Mack.....Hyld. 6161
Stations (AM)—WNBC, New York, N. Y.; WMAQ, Chicago, Ill.; WRC, Washington, D. C.; WTAM, Cleveland, Ohio; KOA, Denver, Colo.; KNBC, San Francisco, Calif.; WGY, Schenectady, N. Y.; WBZ-WBZA, Boston-Springfield, Mass.; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; WOWO, Fort Wayne, Ind.; KZRH, Manila, P. I.; KZMB, Manila, P. I.; KZRC, Cebu, P. I.; (TV) WNBT, New York, N. Y.; WRGB, Schenectady, N. Y.; WNBW, Washington, D. C.

PAN AMERICAN BROADCASTING COMPANY

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Chicago—228 No. LaSalle St., F. R. Jones, Mgr.....State 5096
Hollywood 28—6912 Hollywood Blvd., Homer Griffith.....Hollywood 6281
Dallas—711 Construction Bldg., Walter S. Kline.....Riverside 6051
San Francisco—681 Market St., Cliff Engle.....Douglas 4475
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JOHN E. PEARSON COMPANY

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New York—250 Park Avenue, Hines Hatchett.....PLaza 8-2255
Kansas City—Dierks Bldg., Owen Balch.....GR 2144
St. Louis—915 Olive St., Ralph Schulenburg.....GA 6865
Los Angeles—684 S. Lafayette Park Place, R. W. Walker.....Drexel 4388
San Francisco—68 Post St., Roger Parratt.....Sutter 5568
Stations—KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; WOV, New York City; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; *Oscar Hirsch Stations*—WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIND, Chicago, Ill.; WIRE, Indianapolis; WMMJ, Peoria, Ill.; KHMO, Hannibal, Mo.; *Gleeson (Calif.) Stations West Texas Group;*—KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; *S. Minnesota Group*—WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSAL, Salina, Kan.; *Florida Group*—KXOL, Fort Worth, Tex.; *Nunn Stations*—(WLAP, WBIR, WCMI, KFDA); WDUK, Durham, N. C.; WMIX, Mt. Vernon, Ill.; KWOC, Popular Bluff, Mo.; KPAB, Laredo, Tex.

JOHN H. PERRY ASSOCIATES

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Detroit 2—7338 Woodward Ave., James J. Higgins.....Madison 0790
Philadelphia 7—12 South 12th St., Robert Hitchings.....Walnut 2-3555
Atlanta 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant.....Walnut 1334
Stations—WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WDHL, Bradenton, Fla.; WALT, Tampa, Fla.; WFRP, Savannah, Ga.; WINZ, Miami Beach, Fla.

EDWARD PETRY & CO., INC.

New York 17—17 East 42nd Street.....MUrray Hill 2-4400
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San Francisco 4—Russ Bldg., Earle H. Smith.....Garfield 1-4082
Los Angeles 13—601 West Fifth St., Chester G. Matson.....Michigan 8729
St. Louis 3—Shell Bldg., George A. Kercher.....Chestnut 7191
Atlanta 3—New Palmer Bldg., Charles F. Grisham.....Lamar 2080
Boston 16—Statler Bldg., James G. Sandison.....Hubbard 6342
Stations—WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, Ohio; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Cal.; WONS, Hartford, Conn.; KPOA, Honolulu, Hawaii; KPRC, Houston, Tex.; WDAF, Kansas City, Kan.; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KFI, Los Angeles, Cal.; WHAS, Louisville, Ky.; WLLH, Lowell-Lawrence, Mass.; WTMJ, Milwaukee, Wis.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Neb.; WIP, Philadelphia, Pa.; WMTW, Portland, Me.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KQW, San Francisco, Cal.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wis.; WWVA, Wheeling, W. Va.; KFH, Wichita, Kan.; WAAB, Worcester, Mass.; Yankee Network; Texas Quality Network.

RADIO REPRESENTATIVES LIMITED

Toronto 1—4 Albert Street.....WAverley 6151
J. Slatter, President; S. Lancaster, Sales Manager; W. Slatter, Sales; A. E. Morris, Statistics; V. Murphy, Secretary-Treasurer.
Montreal—337 Dominion Square Bldg., W. C. Dippie.....HA. 7811
Winnipeg—Lindsay Bldg., A. J. Messner..... 9-6374
Stations—CJAV, Port Alberni, B. C.; CKNW, New Westminster, B. C.; CJDC, Dawson Creek, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CJOB, Winnipeg, Man.; *CKPR, Fort William, Ont.; CKCH, Hull, Que.; CHEF, Granby, Que.; CKTS, Sherbrooke, Que.; CKCV, Quebec, Que.; CHGS, Summerside, P. E. I. * (Not represented in Winnipeg.)

RADIO SALES

(The Spot Broadcasting Division of CBS)

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Chicago 11—410 No. Michigan Ave., Wilbur S. Edwards.....Whitehall 6000
Atlanta 3—101 Marietta St. Bldg., H. H. Holtshouser.....Lamar 8641
Detroit 2—902 Fisher Bldg., Wm. B. Ogden.....Trinity 2-5500
Los Angeles 28—Columbia Square, Henry Flynn.....Hollywood 1212
San Francisco 5—Palace Hotel, Jack L. Brumback.....Yukon 1700
Stations—KMOX, St. Louis, Mo.; KNX, Los Angeles, Calif.; KSL, Salt Lake City, Utah; WAPI, Birmingham, Ala.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; WCBS, New York, N. Y.; WCCO, Minneapolis, Minn.; WEEI, Boston, Mass.; WRVA, Richmond, Va.; WTOP, Washington, D. C.; Columbia, Calif. Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

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New York 17—Chanin Bldg., William M. Wilson, Mgr.....LExington 2-1820

Los Angeles 5—672 S. Lafayette Park Place, Jack V. Porter, Mgr.....Exposition 8281
San Francisco 5—605 Market Street, Gaylord C. Harding.....Douglas 0668
Stations—WMEX, Boston, Mass.; WNAB, Bridgeport, Conn.; WFNS, Burlington, N. C.; WOCB, Cape Cod, Mass.; WHOB, Gardner, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WNBH, New Bedford, Mass.; WNHC, New Haven, Conn.; WHN, New York City, N. Y.; WNOC, Norwich, Conn.; WJAS, Pittsburgh, Pa.; WNAF, Providence, R. I.; WQQW, Washington, D. C.; WATR, Waterbury, Conn.; WWON, Woonsocket, R. I.; WLOX, Biloxi-Gulfport, Miss.; WAGC, Chattanooga, Tenn.; KIXL, Dallas, Tex.; KWBC, Fort Worth, Tex.; KLUF, Galveston, Tex.; WJBW, New Orleans, La.; KRUX, Phoenix, Ariz.; KITE, San Antonio, Tex.; WVJS, Owensboro, Ky.; KVAK, Atchison, Kan.; WHBC, Canton, O.; WEAW, Evanston, Ill.; WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WNAM, Neenah-Menasha, Wisc.; WPAY, Portsmouth, O.; WKBV, Richmond, Ind.; WIL, St. Louis, Mo.; KAKE, Wichita, Kan.; KMYR, Denver, Colo.; KFWB, Los Angeles, Calif.; KWBR, Oakland, Cal.; KPDQ, Portland, Ore.; KOCO, Salem, Ore.; KSAN, San Francisco, Calif.; KTKC, Fresno-Visalia, Calif.

PAUL H. RAYMER COMPANY, INC.

Chicago 11—435 No. Michigan Ave.....Superior 4473
Garfield C. Packard, M. R. Tennerstedt.
New York 17—366 Madison Ave.....MUrray Hill 7-6540
Paul H. Raymer, Fred C. Brokaw, Pierce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Peter M. Soutter.
Boston 16—507 Statler Office Bldg., Robert C. Foster.....Hubbard 3225
Detroit 26—28 West Adams Ave., Robert B. Rains.....Cherry 0764
Atlanta 3—804 Candler Bldg., Royal E. Penny.....Lamar 5416
San Francisco 4—1671 Russ Bldg., L. Ray Rhodes.....Douglas 2-8909
Los Angeles 14—707 So. Hill St., J. Leslie Fox, John D. Gale.....Michigan 6536
Stations—WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara-KCOY, Santa Maria, Calif.; KWG, Stockton, Calif.; KOH, Reno, Nev.; KFGO, Fargo, N. D.; WSBT, South Bend, Ind.; WKJG, Fort Wayne, Ind.; WOOD, Grand Rapids, Mich.; WTCB, Flint, Mich.; KWK, St. Louis, Mo.; KWFT, Wichita Falls, Tex.; KEPO, El Paso, Tex.; KLEE, Houston, Tex.; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WHKK, Akron, Ohio; WTOY, Toledo, Ohio; WKBN, Youngstown, Ohio; WTAG, Worcester, Mass.; WDRC, Hartford, Conn.; WGAN, Portland-WGUY, Bangor, Me.; WPRO, Providence, R. I.; WNDR, Syracuse, N. Y.; WQXR, New York, N. Y.; WCAO, Baltimore, Md.; WDNC, Durham, N. C.; WLOF, Orlando, Fla.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WAPA, San Juan, P. R.; WCAU, Philadelphia, Pa. (Pacific); Arizona Broadcasting System, McClatchy Beeline.

SEARS & AYER, INC.

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New York—295 Madison Ave., P. Joseph Bogner.....Lexington 2-0772
Kansas City—15 W. 10th St., William M. Temple.....Vixtor 0021
Hollywood 28—6912 Hollywood.....Hollywood 6281
San Francisco—681 Market St.....Douglas 4475
Stations—WRFS, Alexander City, Ala.; WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WJOI, Florence, Ala.; WJBY, Gadsden, Ala.; WFUN, Huntsville, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WOOK, Washington, D. C.; WKEU, Griffin, Ga.; WJBC, Bloomington, Ill.; WCNT, Centralia, Ill.; WSIV, Pekin, Ill.; WQDI, Quincy, Ill.; WCVS, Springfield, Ill.; WTOM, Bloomington, Ind.; KSTT, Davenport, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WCIF, Madisonville, Ky.; WKTM, Mayfield, Ky.; WPAD, Paducah, Ky.; WGCM, Biloxi-Gulfport, Miss.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WJIR, Greenville, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WQBC, Vicksburg, Miss.; WROB, West Point, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KTTS, Springfield, Mo.; KRES, St. Joseph, Mo.; WTOD, Toledo, Ohio; WTRT, Toledo, Ohio; WLPM, Suffolk, Va.; WPUV, Pulaski, Va.; KDFN, Gasper, Wyo.; *Mid-South Network*—WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WROB, West Point, Miss.

HORACE N. STOVIN & CO.

Toronto—80 Richmond St., W. ..... ADelaide 9184
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Montreal—Keefer Bldg. ..... Pl. 8749
R. F. Bowden, Mgr.; H. W. Junkin, Mgr. Production Serv.
Winnipeg—Manitoba Telephone System Bldg., W. G. Carpentier, Mgr. 92-191
Vancouver—3829 West 30th, J. W. Stovin, Mgr. .....
Stations—CFPR, Pr. Rupert, B. C.; CJOR, Vancouver, B. C.; CJIB, Vernon, B. C.; CKLN, Nelson, B. C.; CJNB, N. Battleford, Sask.; CHAB, Moose Jaw, Sask.; CJGX, Yorkton, Sask.; CKX, Brandon, Man.; CKY, Winnipeg, Man.; CFAR, Flin Flon, Man.; CJRL, Kenora, Ont.; CKLW, Windsor, Ont.; CFOS, Owen Snd., Ont.; CFPL, London, Ont.; *CHML, Hamilton, Ont.; CFOR, Orillia, Ont.; CJBC, Toronto, Ont.; CHOV, Pembroke, Ont.; CJBQ, Belleville, Ont.; CFJM, Brockville, Ont.; CKSF, Cornwall, Ont.; CKVL, Verdun, Que.; CJBR, Rimouski, Que.; CJEM, Edmundston, N. B.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CJCH, Halifax, N. S.
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TAYLOR-HOWE-SNOWDEN, RADIO SALES, INC.

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Atlanta 3—408 Glenn Bldg., Spring & Marietta Sts., J. S. Ayers, Mgr. ..... Cypress 1323
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Los Angeles 13—411 West Fifth St., Wilbur Eickelberg, Mgr. ..... Michigan 7571
San Francisco 4—235 Montgomery St., Hubbard Keenan, Mgr. ..... Douglas 2-1323
Portland—710 Lewis Bldg., 333 S.W. Oak St., Frank J. McHugh, Jr. ..... BRoadway 3210
Stations—WMPS, Memphis, Tenn.; KFSA, Ft. Smith, Ark.; KCSJ, Pueblo, Colo.; WTNT, Augusta, Ga.; WCIL, Carbondale, Ill.; WAIT, Chicago, Ill.; WQUA, Moline, Ill.; KANS, Wichita, Kans.; WVLK, Lexington, Ky., WINN, Louisville, Ky.; KPLC, Lake Charles, La.; KMLB, Monroe, La.; KRMD, Shreveport, La.; WKNX, Saginaw-Bay City, Mich.; KGGM, Albuquerque, N. Mex.; KVSF, Sante Fe, N. Mex.; WLOS, Asheville, N. C.; WMAN, Mansfield, Ohio; KTOK, Oklahoma City, Okla.; KOME, Tulsa, Okla.; WCOS, Columbia, S. C.; WORD, Spartanburg, S. C.; KGNC, Amarillo, Tex.; WGEM, Quincy, Ill.; KTBC, Austin, Tex.; KEYS, Corpus Christi, Tex.; KROD, El Paso, Tex.; KFYO, Lubbock, Tex.; KTSA, San Antonio, Tex.; KCMC, Texarkana, Ark.-Tex.; KRGV, Weslaco, Tex.; WDUZ, Green Bay, Wis.; KFDX, Wichita Falls, Tex.; WKBH, LaCrosse, Wis.; KTRE, Lufkin, Tex.; KLRA, Little Rock, Ark.; WTOB, Winston Salem, N. C.; WABB, Mobile, Ala.; WLIZ, Bridgeport, Conn.; Oklahoma Network, Okla.; Iowa Tall Corn Network, Iowa; Southwest Network, Texas and New Mexico.

J. FRANKLYN VIOLA

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Stations—WEVD, N. Y. C., N. Y.; WHOM, N. Y. C., N. Y.; WOV, N. Y. C., N. Y.; WHAT, Phila., Pa.; WNHC, New Haven, Conn.; WKNB, New Britain, Conn.; WGNY, Newburgh, N. Y.

THE WALKER COMPANY

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Chicago—360 N. Michigan, Thomas Dolan ..... State 5262
Minneapolis—National Building, Orville Lawson ..... Geneva 9631
Kansas City—15 West 10th St., Wm. Temple ..... Victory 0021
Los Angeles—672 S. Lafayette Pk. Place, Harlen Oakes ..... Fairfax 3200
San Francisco—1085 Monadhock Bldg., Lester Meek ..... Douglas 4475
Atlanta—William Oliver Bldg., Hugh Wood ..... Walnut 4932
Boston—Little Bldg., Bertha Bannon ..... Hubbard 4419
Stations—WOLF, Syracuse, N. Y.; WSLB, Ogdensburg, N. Y.; WBRK, Pitts-

field, Mass.; WKXL, Concord, N. H.; WGAY, Washington, D. C.; WDVA, Danville, Va.; WAPX, Montgomery, Ala.; KGHI, Little Rock, Ark.; KOCY, Oklahoma City; WLBC, Muncie, Ind.; WJMS, Ironwood, Mich.; WATW, Ashland, Wis.; WJAG, Norfolk, Neb., KXLY, Spokane, Wash.; WSAY, Rochester, N. Y.; WENE, Endicott, N. Y.; WHYN, Holyoke, Mass.; WKBR, Manchester, N. H.; WAIR, Winston-Salem, N. C.; WCCP, Savannah, Ga.; WGRC, Louisville, Ky.; KFPW, Ft. Smith, Ark.; KAKC, Tulsa, Okla.; WFUR, Grand Rapids, Mich.; WHDF, Calumet, Mich.; KOWL, Los Angeles, Cal.; KXL, Portland, Ore.; WELM, Elmira, N. Y.; WSCR, Scranton, Pa.; WHEB, Portsmouth, N. H.; WDEV, Waterbury, Vermont; WWOD, Lynchburg, Va.; WBBQ, Augusta, Ga.; WKLX, Lexington, Ky.; KENT, Shreveport, La.; KTHT, Houston, Texas; WRJN, Racine, Wis.; KABR, Aberdeen, S. D.; KSEI, Pocatello, Idaho; KXLF, Butte, Montana; The Tobacco Network, North Carolina, Great Northern Broadcasting System, Pacific Northwest Broadcasters.

WEED & COMPANY

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Chicago 1—203 N. Wabash Ave., C. C. Reed, Manager.....Randolph 7730

Detroit 26—Book Bldg., Bernard Pearse.....Randolph 5382

Hollywood 28—6253 Hollywood Blvd., L. P. Simonds.....Hillside 8611

San Francisco 4—68 Post St., B. L. Beggs.....Yukon 6-1899

Atlanta 3—Palmer Bldg., B. W. Randa.....Cypress 4081

Boston 16—State Bldg., Dana Baird.....Hubbard 5677
Stations—KCRA, Sacramento, Calif.; KTFI, Twin Falls, Ida.; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WHOT, South Bend, Ind.; KGGF, Coffeyville, Kans.; KALB, Alexandria, La.; WSLI, Jackson, Miss.; KORN, Freemont, Nebr.; KOLN, Lincoln, Nebr.; KBON, Omaha, Nebr.; WMSA, Massena, N. Y.; WRAL, Raleigh, N. C.; WIZE, Springfield, O.; WHGB, Harrisburg, Pa.; WARD, Johnston, Pa.; WHUM, Reading, Pa.; WDEF, Chattanooga, Tenn.; KNOW, Austin, Tex.; WACO, Waco, Tex.; WSLS, Roanoke, Va.; KIMA, Yakima, Wash.; WKNA, Charlestown, W. Va.; WKWK, Wheeling, W. Va.; WTIC, Hartford, Conn.; WKAT, Miami Beach, Fla.; WORZ, Orlando, Fla.; WSUN, St. Petersburg, Fla.; WTMV, East St. Louis, Ill.; WTAD, Quincy, Ill.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KCRG, Cedar Rapids, Ia.; KGLO, Mason City, Ia.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WCBM, Baltimore, Md.; WLAW, Boston-Lawrence, Mass.; WORC, Worcester, Mass.; WKMH, Detroit, Mich.; KFBB, Grant Falls, Mont.; WMUR, Manchester, N. H.; WEBR, Buffalo, N. Y.; WVET, Rochester, N. Y.; WWNY, Watertown, N. Y.; WAKR, Akron, O.; WING, Dayton, O.; WERC, Erie, Pa.; KQV, Pittsburgh, Pa.; WJAR, Providence, R. I.; WRR, Dallas, Tex.; KFJZ, Fort Worth, Tex.; KATL, Houston, Tex.; WCAX, Burlington, Vt.; KING, Seattle, Wash.; WTAG, Green Bay, Wisc.; Marjorie Mills Hour, New England Regional Network; Texas State Network; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta; CFGP, Grande Prairie, Alberta; CJOC, Lethbridge, Alberta; CHAT, Medicine Hat, Alberta; CFJC, Kamloops, British Columbia; CKOV, Kelowna, British Columbia; CJAT, Trail, British Columbia; CKWX, Vancouver, British Columbia; CJVI, Victoria, British Columbia; CKRC, Winnipeg, Manitoba; CKNB, Campbellton, New Brunswick; CFNB, Fredericton, New Brunswick; CFBC, St. John, New Brunswick; CHNS, Halifax, Nova Scotia; CJCB, Sydney, Nova Scotia; CKOC, Hamilton, Ontario; CFPL, London, Ontario; CFRA, Ottawa, Ontario; SFPA, Port Arthur, Ontario; CJCS, Stratford, Ontario; CKSO, Sudbury, Ontario; CFCY, Charlottetown, Prince Edward Isle; CFCF, Montreal, Quebec; CKCV, Quebec City, Quebec; CKBI, Prince Albert, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CKCK, Regina, Saskatchewan; CKRM, Regina, Saskatchewan.

HELEN WOOD & COLTON

New York City 17—551 Fifth Ave.....MUrray Hill 7-5341
Helen Wood, Manager; Lionel Colton, Account Executive.
Stations—WIBX, Utica, N. Y.; WATN, Watertown, N. Y.; WBTA, Batavia, N. Y.; WHAT, Philadelphia, Pa.; WFKY, Frankfort, Ky.; Connecticut State Network; WETB, Johnson City, Tenn.; WSFC, Somerset, Ky.

ADAM J. YOUNG, JR., INC.

New York 18—11 West 42nd St. . . . . LOngacre 3-4660
Adam J. Young, Jr., Paul S. Wiilson, Stephen A. Machcinski, Jr., Thomas F. Malone, John J. Carter.

Chicago 2—55 East Washington St., Robert S. Russell . . . . . Andover 5448

San Francisco 4—627 Mills Bldg., Duncan A. Scott . . . . . Garfield 1-7950

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ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
CAN . . . *Continental Agency Network*
FAAG . . . *First Advertising Agency Group*
NAAN . . . *National Advertising Agency Network*
NOAB . . . *National Outdoor Advertising Bureau*
OAAA . . . *Outdoor Advertising Association of America, Inc.*
PPA . . . *Periodical Publishers' Association*
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Production Manager.....G. Green
Account Executive.....G. F. Mettee
Radio Accounts—Davenport Hotel, Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

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Radio Account—Radio Station WINX.

ADVS'. BROADCASTING CO.
117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176
Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff
Radio Accounts—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margareten; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Francis H. Leggett & Co. (Premier Food Products); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Florida Citrus Commission (Florida Canned Grapefruit Juice, Florida Canned Blended Juice); The Barbasol Company (Barbasol); Penick & Ford, Ltd. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); Junket Brand Foods Div. ("Junket"Brand Products); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Packing Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's

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Phone M 8016

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Chief Acc't. Exec.....Mary Alice Haggard
Production Manager.....Esta Burton
Copy Chief.....Winifred Kizer
Layout Man.....Harold B DePute
Finance.....Terese Oxford
Director of Radio.....Buckleigh Oxford
Associate Executive.....Mary Alice Haggard
Time Buyer.....Esta Burton
Script Writer.....Winifred Kizer

Radio Accounts..Bradley Woolman Mortuary, Broadway Clothiers, Cherry-Fuller Motor, Dainty-Didy Baby Laundry, Fackler Motor Service, Hammond's Dept. Store, Iowa Farmer, Lory Dry Cleaner, Modern Furniture, Noonan Furs, Pacific Surplus Co., Sailor Main, SD & AE Southern Pacific.

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Phone 32800 & 32809
ANPA—SNPA—APA—FAAG

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers

Radio Accounts—R.F.&P. Railroad, Radio Station WRVA.

AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.
Phone CIrcle 7-7510
ANPA

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Partner.....Julia Morris
Account Executives.....Robert Marcus, David Collins

Radio Accounts — La Martinique, White Oaks Inn, Merry Go Round, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel).

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Secretary-General Manager....A. C. Houser
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Production Manager.....L. Miller
Radio Director.....George Janda

Radio Accounts — Chicago Motor Club, Family Life Insur. Co., Florence Beach Candies, North American Acceptance Corp.

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1400 South Penn Square,
Philadelphia 2, Pa.
Phone Rittenhouse 6-7810
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Radio Time Buyer.....E. M. Gretz
Program Director.....D. B. Langan

Radio Accounts—Phillips Packing Co., Inc.; Felton-Shelby & Co., Inc.; Old Reading Brewery, Inc.

R. H. ALBER CO.

439 N. Larchmont Blvd.,
Los Angeles 4, Calif.
Phone HOllywood 8273

President.....R. H. Alber
Vice-President.....Pauline Hagen

Radio Accounts—Old Fashioned Revival Hour; Pilgrim's Hour; Unity School of Christianity.

ALLEN & REYNOLDS ADV. AGENCY

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Phone Atlantic 4445
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Partners & Account Executives.....Earl H. Allen, Milton H. Reynolds
Account Executives.....Karl Joens, Robert H. Reynolds, Jack Anderson, John E. Enis.
Radio Department.....Helen Moeller, Janet Haggart, Joe Murphy.

Radio Accounts—Omaha Public Power District; Merchants Biscuit Co.; P. F. Petersen Bakeries; United States National Bank; Midwest Clean-It Co.; Rosen-Novak; Webber Motors; Inland Mfg. Co.; Nebr. Consolidated Mills; T. H. Maenner Co.; E. P. Boyer Co.; Electric Fixture & Supply Co.; Omar, Inc.

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Copy Chief.....Frederick B. Clarke
Radio Director.....Robert I Garver
Director of Time Buying...H. M. Billerbeck
Timebuyers.....Violet Hummler, Grace Kipp

Branch Office

Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 8850
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Radio Dir.....Jeanne Ambuter

Radio Accounts—Mich. Chemical Corp., Allen V. Smith, Inc., R. C. Williams & Co., Inc., Glenwood Range Co., Adams & Swett, Inc.

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San Francisco 3, Cal.
Phone, Douglas 7018

Assistant Manager.....Jack Gregory

353 Henry Bldg.
Seattle 1, Wash.
Phone Elliott 6054

Manager.....George Routh

Radio Accounts—Arden Farms Co., J. J. Newberry Co. (Los Angeles), Los Angeles Examiner, West Pico Furniture Co., Grimes-Stassforth, United Appliance, Podolor Motors, Pridham Davis, Thrifty Outlet Co., Gilmore Stadium, Western Caravan, Sparklets Frosted Foods, Franklin's (Seattle), Hamrick Evergreen Theaters.

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Secretary-Executive.....Lewis G. Van Akin
Media Director.....H. H. Thurlby
Television Director.....Karl Knipe

Branch Office

821 15th St., N.W., Washington, D. C.
Phone NA 7142

Radio Accounts—Alexander Smith & Sons Carpet Co. (National spot), F. Schumacher & Co. (National spot), Alderney Dairies (National spot), Van Dutch Prod.

Television Account—Alexander Smith & Sons Carpet Co.

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Asst. Tele-Radio Director..Shirley M. Crespi
Traffic.....Betty R. Landau

Branch Office

1050 Canal Bldg., New Orleans 12, La.
Phone Raymond 0845

Manager.....Walter Winius

Radio Accounts—American Packing Co., American Beauty Macaroni Co., Boatmen's National Bank, Bubble Up Corp., F. Burkart Mfg. Co., Jackson Brewing Co., Emerson Electric Co., Jax Beer Co., Baumer Foods, Missouri-Kansas-Texas Railroad, Mexican American Hat Co., Senoret Chemical Co.

Television Accounts—American Packing Co., Missouri-Kansas-Texas Railroad.

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Smith Young Tower, San Antonio, Tex.
Phone Fannin 9148
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President & Prod. Mgr.....Claude B. Aniol

ARROW ADVERTISING AGENCY

40 E. 49th St., New York, N. Y.
Phone PLaza 9-0850

Radio Director.....Rosetta Valenti
Copy Chief.....H. D. Kline

Radio Accounts—Nagel Groves, Photo Specialties Co., Raymart Co.

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Phone LA 4-8976

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Radio Accounts—Hotel Gibson, Ibold Cigar Co., Ford Dealers of Northern Ky.

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5918 Melrose Ave., Hollywood 38, Calif.

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Phone CA 7878

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Secretary.....T. R. Jons
Art Director.....B. Thompson
Radio Director.....E. S. Conroy

Branch Office
350 Fifth Ave., New York 1, N. Y.
Phone LO 3-7260

Manager.....Lansing Moore
Radio Accounts — Detroit Times, Locks Laboratories.

ATHERTON & CO.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 7151

Owner.....Andreas Atherton
Art Prod. Media, Dir. Radio, Space & Time Buyer.....Sanford Woolf
Radio Accounts — Crib Diaper Service, Aladdin Recordings, Amos Carr Photographers, Excelo Mfg. Co.

ATHERTON & CURRIER, INC.

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Phone MOhawk 4-8795
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Vice-President .....Lester Stone
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Program Director.....J. P. A. Atherton

Branch Office
100 Adelaide St., Toronto, Ont., Canada
Radio Accounts — Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA — NOAB

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Vice-President.....John J. Finlay
Space & Radio Time Buyer...John H. North
Radio Accounts—International Harvester Co., McIlhenney Co. (Tobasco), Orange-Crush Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co., Kelling Nut Co.

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West Washington Square, Philadelphia 6, Pa.
Phone Lombard 3-0100
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Vice-Pres.-Mgr. Radio Dept...James E. Tanna
Radio Plans.....Thomas J. McDermott
Manager Radio Prod.....Joseph R. Stauffer
Talent.....M. Margery Kerr
Copy Chief.....Philip A. Young
Publicity.....Wauhillau LaHay
Time Buyers.....Richard S. Bunbury, Paul F. Kizenberger, John W. Purves, Charles M. Wilds.
Radio Research.....Gordon C. Braine
Producers.....Richard Dunn, Henry Hull Jr., Wallace Magill, Thomas McMahon, Les Quailey, Joseph Ripley (Hollywood): Glenhall Taylor, Manager, Phil Cohan, Charles Herbert.
Commercial Writers.....J. E. Bouillet, John Caldwell, John Esau, Sam Hunsaker, Helen Whitmore, Jean Williams, Dorothy Zimmer, Charles Graves (Hollywood).
Director of Plans.....G. David Gudebrod
Director of Production..Donald N. McClure

Branch Offices
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Phone CIrcle 6-0200

Manager.....Gerold M. Lauck

Statler Office Building, Boston 16, Mass.
Phone Hubbard 4970

Manager.....E. Craig Greiner

135 S. LaSalle Street, Chicago 3, Ill.
Phone Randolph 3456

Manager.....Sterling E. Peacock
4170 Penobscot Building, Detroit 26, Mich.
Phone Randolph 3800
Manager.....T. J. Henry
612 Taft Building, Hollywood 28, Calif.
Phone Hempstead 4871
Manager.....Charles R. Hogen
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 1-2534
Manager.....Carl Zachrisson
231 Dillingham Building,
Honolulu 16, Hawaii
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39 St. James St., London S.W. 1, England
Phone Regent 3445
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Radio Accounts — The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Cliquot Club Co., Elec. Cos. Adv. Program. The Hawaiian Pineapple Co., Ltd., Charles E. Hires Co., Honolulu Gas Co., Illinois Bell Telephone Co., Johnson & Johnson, The Kellogg Co., Kentucky Dairies, Kerr Chickeries, Inc., Michigan Bell Telephone Co., The National Guard, The Philadelphia National League Baseball Club, Pineapple Industry of Hawaii, Regal Shoe Co., Rexall Drug Co., Phil Saltman Studios, Sheffield Farms Co., Inc., Supplee-Wills-Jones Milk Co., United Air Lines, U. S. Army & Air Force Recruiting Service, University of Delaware, Waltham Watch Co.

Television Accounts—American Telephone & Telegraph Co., American Tobacco Co., The Atlantic Refining Co.

BACHRODT, NEWELL, O'KANE & GANO

75 E. Wacker Dr., Chicago 1, Ill.
Phone Franklin 4883
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Treasurer.....R. B. Newell
Account Executives.....J. C. Bachrodt, R. B. Newell, Thomas J. O'Kane.

Radio Accounts—J. C. Deagan, Inc., Dor-Lee Products, Inc., Wm. Frank Co., W. C. Lincoln Co., WFL Drum Co.

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Radio Business Mgr.....Gilbert Supple
Radio Time Dept.....G. Schubert, M. H. Missing

Branch Office
75 Federal St., Boston 10, Mass.

Radio Accounts — American Chicle Co., Wilbur-Suchard Chocolate Co., Inc.

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Space Buyer.....Miss S. Cook
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Branch Office
1557 MacKay St., Montreal, Que.
Phone Harbour 9247
Manager.....Gabriel Langlais

Radio Accounts—Canadian Chewing Gum, Carnation Co., General Foods, Ltd., J. Rene Ouimet Ltd., Murine Co., Teenyears Products, White Laboratories, Inc.

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374 Delaware Ave., Buffalo 2, N. Y.
Washington 6854
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Vice President.....Everett L. Bowers
Treasurer.....Kenneth Strachan
Radio Director.....Everett L. Thompson
Copy Writer Producers.....Jean Schantz, Joseph Radder, V. V. Brody.
Traffic.....J. A. MacMurray

Radio Accounts—Sears Roebuck Co., Iroquois Beverage Corp., Erie Savings & Loan, S. R. Gerber Sausage Co., O'Rourke Baking Co., Kobler & Miller Furniture, Red and White Stores, Hambleton Terminal Corp., General Ice Cream Corp., International Railway Co., Buffalo Industrial Bank, Crystal Beach Co., Inc., First Federal Savings & Loan Assoc., Ettoh Products, Thomas Products, Joseph Strauss Co., Inc, Dodds Dairy, Kenmore Motors, Colonial Preserves, Prechtel Optical Co., Quality Laundry, Buffalo Industrial Bank, Farmer Brown, Inc., Martin Jacobi, The Sample Shop.

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742 James St., Syracuse 1, N. Y.
Phone 3-0131
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Secretary .....E. C. Watkins
Production Manager.....F. B. Tompkins
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Art Director.....H. C. Millard
Radio Accounts—Lincoln National Bank & Trust Co., Beverly Hills Wine Co.

BARNES CHASE COMPANY

530 Broadwav, San Diego 1, Calif.
Phone Franklin 7771
AAAA—ABC—NOAB
Owner.....N. R. Barnes
Account Executives.....Norman Foster, Mark Moore, Robert Fling.
Time Buyer.....Edwina B. Sample
Branch Office
1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118
Manager.....E. W. Rutledge
Radio Accounts—Bay Shore Motors, Walter B. Bowie Pie Co., Davies Motors, Frazee's, Glen Abbey, Greenwood Memorial Park, Harbor Insurance, Johnson Saum Mortuary, Qualitee Dairy Products Co., San Diego Electric Railway, Southern California Music Co., Thearle Music Co., Yellow Cab Co.

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Phone HArrison 6118
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Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Account Executives.....Ralph S. Page, John Harvey, Wheeler Godfrey, John Gaughan, Charles E. Ellis.
Radio Accounts—Seidlitz Paint Co., Midwest Wool Co-op., Sodiphene, Ball Clinic.

STUART BART, INC.

114 East 32nd St., New York 16, N. Y.
Phone LExington 2-2323
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President.....Stuart Bart
V.P. & Radio Dir.....Budd Getschal
Radio Accounts.....Louis G. Cowan, Inc.

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2 Stone St., New York 4, N. Y.
Phone WH 3-0580
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Vice-President.....David J. Gallagher
Secretary-Treasurer.....Milton Bass
Radio Acct. Exec.....Charles Davis

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630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-9700
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Radio Producers.....William Harding, Jay Clark, Alan Dingwall, Jr.
Branch Office
6432 Selma Ave., Hollywood 28, Calif.
Phone Hollywood 2161-2-3
Vice-Pres. in Charge Radio Prod., Austin Peterson
Producers.....Harry Saz, Frank O'Connor
Radio Accounts — Colgate-Palmolive-Peet Co. (Palmolive Shaving Creams, Palmolive Soap, Colgate Dental Cream, Halo Shampoo through Sherman & Marquette), Continental Baking Co. (Wonder Bread & Hostess Cakes), Carter Products, Inc. (Carter's Little Liver Pills, Arrid), Standard Brands.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

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Chief Story Editor.....George Kondolf
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Television Dept.....William Morris, Thomas Wright, James Campbell, Chester Kulesza.

Branch Offices
1220 Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 0430

Vice-President.....Francis W. Hatch
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

Vice-President.....Stanley P. Irvin
919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200

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1515 Terminal Tower Bldg., Cleveland 13, Ohio
Phone Prospect 3621

Manager.....E. E. Haring
1912 Book Bldg., Detroit 26, Mich.
Phone Cherry 5572

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1680 No. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

Vice-President.....Wayne Tiss
523 W. 6th St., Los Angeles 14, Calif.
Phone Michigan 1354

Vice-President.....A. W. Neally
Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone BRidgeport 8381

Exec. Vice-President Chg. Western offices
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Vice-President.....Edward A. Cashin
Grant Bldg., Pittsburgh 19, Penn.
Phone Grant 8060

Vice-President.....Leon D. Hansen
Russ Bldg., San Francisco 4, Calif
Phone Garfield 1017

Vice-President.....C. H. Ferguson

Radio Accounts—Armstrong Cork Co., Cream of Wheat, Curtis Circulation Co., De Soto Division, Chrysler Corp., E. I. du Pont de Nemours & Co., Inc., Emerson Drug Co., General Electric Co., U. S. Steel Corp., Wildroot Co., Inc., Beau Brummell Ties, Inc., Boston Edison Co., Brown & Williamson Tobacco Corp., Chamberlain Sales Corp., Continental Can Co., First National Bank of Boston, First National Bank of Minn., Fort Pitt Brewing Co., Fruit Dispatch Co., Gamble-Skogmo, Inc., General Baking Co., Golden State Co., Ltd., Hormel, George A. & Co., Keystone Lumber Co., Liberty Mutual Insurance Co., Marine Midland Group, Inc., Minn. Brewing Co., Minn. Mining & Mfg. Co., Murine Co., Inc., The, Mutual Savings Bank of Boston, Nehi Corp., New York Telephone Co., Northwestern Bell Telephone Co., Pacific Telephone & Telegraph Co., Penick & Ford, Ltd., Inc., Peter Hand Brewing Co., Reader's Digest Association, Rexall Drug Co., Schaefer Brewing Co., F & M, The, Sea Breeze Laboratories, Southern New England Telephone Co., Squibb, E. R. & Son, Standard Oil Co. of Calif. Tea Garden Products Co., Tennessee Coal, Iron & Railroad Co., Trans-World Airlines, Waitt & Bond, Inc.

ADRIAN BAUER ADV. AGENCY, INC.

1717 Sansom St., Philadelphia 3, Pa.
Phone Rittenhouse 4331
ANPA—PPA

President.....Adrian Bauer
Vice-Pres. & Treas.....Lillian E. Bauer
V.P.'s.....Alan R. Tripp, Harold Firestone
Secretary.....Elmira R. Peters
Art Director.....Sallie M. Brown
Production Manager.....Wilmer S. Roberts
Copy Chief.....Helen Park

Radio Accounts — Adelphia Hotel, The Brighton, Broad St. Trust Co., Cayuga Federal & Loan Assn., The Drake, J. Frank & Son, Phila Dairy Products Co., Inc., Ritz Carlton Hotel, Warburton Hotel.

JERE BAYARD & ASSOCIATES

2504 W. 7th St., Los Angeles 5, Calif.
Phone Fairfax 1278
NOAB—PPA

Owner.....Jere Bayard
Secretary.....Marion Hassett
Space Buyer.....Beth M. Freeman
Production Manager.....Johnny A. Gazurian
Radio Director.....Larry Kraft
Account Executives.....Jere Bayard, Jean Daniels, Charles Murray.

ROGER BEANE ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone Franklin 2517
APA

Space Buyer.....Roger Beane
Art Director.....Francis Fox
Prod. Mgr. Radio Dir. & Time Buyer
Harold Bean

Radio Accounts—L. S. Ayres & Co., Polar Ice & Fuel Co., Wilson Bros.

BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
Phone 7447
NOAB—ABP—PPA

President.....Donal T. Beaumont
Vice-Pres. & Sec.....L. J. Sperling
Treasurer & Copy Chief.....R. F. Heller
Art Director.....R. G. Glassmire
Production Manager.....J. L. Ryan
Radio Time Buyer.....Dorothea Hassler
Research Dir. & Space Buyer
Marion W. Nagle

Radio Accounts—Allen Laundries, Allentown-Bethlem Gas Co., Automotive Service, Consumers Gas Co., Haines Hobby House, Harrisburg Gas Co., Lebanon Valley Gas Co., Station WHUM.

BEHEL & WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.
Phone Franklin 8422
ANPA—APA—PPA—ABC—NOAB

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Vice-Pres. & Treas.....G. L. Briggs
Vice-President.....Art Kanaske
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Assistant Treasurer.....Leona McMullen
Art Director.....H. A. Sanderson
Production Manager.....M. N. Pierson
Dir. Public Relations.....G. Marvin Shutt
Dir. Research.....H. M. Schnur
Account Executives.....A. Kanaske, J. H. Bolt, R. E. Wright, P. Frantz, K. B. Karcher, W. T. Craigle.

Branch Office
Muskegon Heights, Mich.
Phone 32-407

Manager.....G. P. Shillinger

Radio Accounts — Chicago Terminal National Bank, Dietrich Products Corp., Gold Prize Coffee.

BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone MUrray Hill 8-1100
AAAA—ANPA—PPA—ABP—NOAB—OAAA

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Television Associate.....Herbert Leder
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Time Buyers....Ruth Jones, Mary McKenna
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Branch Offices
6523 Hollywood Blvd., Hollywood 28, Cal.
Phone Hillside 9151

West Coast Rep.....Al Kaye
Office Manager.....Mary Edith Stahl

326 E. Main St., Lakeland, Fla.
Phone LAKeland 2-4571

Director.....David Kepner
Office Manager.....Annie G. Hull

Radio Accounts—General Foods Corporation (Post's 40 per cent Bran Flakes, Post's Raisin Bran, Post's Corn Toasties, Post's Cereal Products, Diamond Crystal Shaker Salt, Diamond Crystal Kosher Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Walter Baker's Chocolate Products, Baker's Premium No. 1, Baker's Deluxe Cocoa), Bituminous Coal Institute, The Prudential Insurance Company of America, Krueger Brewing Company, Florida Citrus Commission, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), Best Foods, Inc. (Hellmann's Mayonnaise, Nucoa, H-O Oats, Farina, Presto, 2 in 1 Shoe Polish).

Television Account—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt).

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone LExington 2-7550
ABP—PPA—NOAB—APA—AAAA

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Vice-Presidents.....Leslie V. Spencer, C. E. Patrick.
Radio Director.....George C. Castleman
Radio Prod. & Tele Dir.....Ray Ovington

Radio Accounts — Griffin Manufacturing Co., Inc., Conti Products Corp., E. Pritchard, Inc., Dailey Mills, Inc., Louis Sherry, Inc.

Television Account—Jay Day Dress Co.

FRANK BEST & CO., INC.

9 Rockefeller Plaza., New York 20, N. Y.
Phone CIrcle 7-6760
ABP—ANPA—PPA—APA

President.....Mrs. V. R. Best
Vice-President.....I. Marks

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 5060
ANPA—PPA—NOAB—APA—ABC—ABP

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens, Frank F. Morr.

Branch Office
30 Rockefeller Plaza, New York 20, N. Y.
Phone CI 5-7377

Vice-President.....Arthur W. Ramsdell

Radio Accounts—Chef Boy-Ar-Dee Quality Foods, Inc., Carey Salt Co., Burch Biscuit Co.

BOB BETTS ADV.

First National Bank Bldg., Denver 2, Colo.
Phone Main 6782

President.....R. J. Betts
Vice-President.....L. W. Koerber
Secretary.....C. A. Haskell
Treasurer.....E. Whetstone
Director.....L. W. Koerber
Copy.....D. Hilden, E. Whetstone

Radio Accounts — Frontier Refining Co., Denver Dairy Council, Carlson-Frink Co., Joe Kavanaugh, Inc., Maplecrest Turkey Farms, Red Dot Oil Co.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone PLaza 7-4100

ANPA—PPA—APA—OAAA—NOAB

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Exec. Vice-President.....John M. Alden
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Radio Department
501 Madison Ave.

Director.....John E. Hamm
Head of Time.....John D. Hymes
Mgr. Radio.....Bruce Dodge
Head Talent Contract.....Lucille Webster
Radio Production.....Jack Moseman

Hollywood Office
6111 Sunset Blvd., Hollywood 28, Calif.
Phone Hempstead 2377

Manager.....Jack Runyon

San Francisco Office
703 Market St., San Francisco 3, Calif.

Manager.....Keith Babcock

Radio Accounts—Adam Hats, Eversharp, Inc., Philip Morris & Co., Ltd., Procter & Gamble Co., Roma Wine Co.

HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.
Phone State 0950

ANPA—PPA—APA—NOAB

Principal.....Hill Blackett
Account Executives.....R. G. Wilson, C. Foust, F. R. Babcock.
Treasurer.....J. R. Lieber
Space & Radio Time Buyer.....Frank Reed
Production Manager.....Vaughn Jones
Art Directors.....Don Avery, Don Digman
Radio Production.....Kirby Hawkes

Radio Accounts — Colgate-Palmolive-Peet Co. (Lustre Creme Cosmetics), Morton Salt Co., A. E. Staley Mfg. Co., Wander Co., Worcester Salt Co.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-4915

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Associate.....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Len Janklow
Production Manager.....Harry Dobrin
Space Buyer.....Ed Engel
Account Executives.....Charles Kondla, Robert Towers, Mortimer Curtis, Arthur Fisher, Leonard Ruskin, Martin Rodman, Shirley Mason.

Radio Dept.

Director of Radio.....Jack Steiner

Radio Accounts — Brass Rail, Keystone Paint & Varnish Co., Jay Lord Hats, Grossinger Hotel & Country Club.

THE BLAINE THOMPSON CO., INC.

234 W. 44th St., New York 18, N. Y.
Phone LO 4-0800

ANPA—PPA—APA—ABC—NOAB

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Vice-Presidents.....John J. Shubert, Jr., Marlo Lewis.
Radio Director.....Richard Ash
Copy Chief.....N. B. Lewis

Branch Office
321 W. 44th St., New York 18, N. Y.
Phone CIrcle 6-1000

Account Executive.....Philip Solomon

BLAKER ADV. AGENCY, INC.

501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563

ANPA—PPA

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President.....Harold L. Tuers
Secretary.....Anne Sharkey
Treas. & Prod. Mgr....Margaret T. Reynolds
Art Director.....Mary L. Deming
Production Manager.....Joseph Ferenc
Radio Time Buyer.....Jean Zipser
Account Executives.....Theodore D. Siegel, Paul Sprinz, Helen Nash, H. L. Tuers.

Radio Accounts—L. S. Ayers & Co., Barbizon-Plaza, 57th St. Bootery, French Bootery.

W. EARL BOTHWELL ADVERTISING AGENCY

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

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Space Buyer.....Betty Ritter

Radio Director.....Nathan A. Tufts
Production Manager.....Clark Glenn
Art Director.....O. C. Jochumsen
Research Director.....Jack Bradfute
Radio Time & Talent Buyer
G. Taylor Urquhart
Plans Director.....Charles D. Pettengill
Publicity Director.....Peggy S. Clagett
Merchandising Director.....Wright Nodine
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Branch Offices

1624 N. Hudson Ave., Hollywood 28, Cal.
Phone Hillside 0209
Manager.....Nathan A. Tufts

22 E. 40th St., New York 16, N. Y.
Phone LExington 2-1522
Manager.....T. Howard Black, Jr.

Radio Accounts — Allegheny Conference for Community Development, (Pittsburgh, Pa.), (Public Service), Allegheny County Democratic Committee, American Home Products. Corp., American Home Foods, Inc., Joseph Burnett Co. (Flavoring Extracts), Duff's Baking Mix Div. (Duff's Baking Mixes), G. Washington's Division (Instant Coffee & Broths), Boyle-Midway Inc. & Boyle Midway (Canada) Ltd. (Aero Waxes & Polishes, Aeromist, Antrol, Black Flag, Diamond Tints and Dyes, Fly-Ded, Moth-Ded, Old English Waxes & Polishes, Plastic Wood, Ridz Garden Sprays, Snarol, Silver Label Germicide 3-In-One Oil), Home Products International Ltd. (Canada) (G. Washington's Coffee), Bedford Springs Hotel (Hotel), Christian & Co., Inc. (Poultry Products), Commonwealth Heating Co. (Furnaces), County of Allegheny (Public Service), Frank & Seder (Department Store), Hotel Pittsburgher (Hotel), Industrial Cigar Company (Stogies), J. H. Latham (Exports), Morris Clamp & Coupling Co. (Clamps & Couplings), Pa Pitt's Partners (Public Service), J. Spokane & Co., Inc (Wholesale Distributor), WCAE, Inc. (Radio Station), Zero Weather Stripping Co., Inc. (Weather Stripping).

BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th Ave., Portland 4, Oregon
Phone Atwater 9541
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APA—ABC

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Sec.-Treas.....Merle W. Manly

Branch Offices

333 Central Bldg., Seattle 4, Wash.
Phone Eliot 3523
Exec. Vice-Pres.....C. P. Constantine

350 Russ Bldg., San Francisco 4, Calif.
Phone Exbrook 2-7565
Pres. & Gen. Mgr.....David M. Botsford

629 S. Hill St., Los Angeles 14, Calif.
Phone Michigan 1427
Vice-President.....Thomas O. Morris, Jr.

Empire State Bldg., New York 1, N Y.
Phone BRyant 9-4845
Vice-President .....Elizabeth Eyerly

Radio Accounts—Crispie Potato Chip Co., Foreman & Clark, General Paint Corp., Lucky Markets, National Biscuit Co. (West Coast), Olympia Brewing Co., Oregon Mutual Fire Insurance Co., Tillamook County Creamery Assn., Wellman Peck & Company.

STANLEY G. BOYNTON RADIO ADV.

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....V. Cory Hancock
Treasurer.....D. H. Bartlett
Program Dir. & Radio Prod.....Larry Payne
Traffic Manager.....H. Washburn

Branch Office

17 E. 42nd St., New York 17, N. Y.
Phone MU 2-0086

Radio Accounts—Radio Bible Class, Wesley Radio League, American Society of Industrial Engineers, Calvary Hour, New World Coming, Highland Park Baptist Church, Devotional Hour, National Tennis Matches, Zoller Gospel Tabernacle.

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.
Phone 900
President, Radio Dir. & Producer
J. Carson Brantley
Secretary.....A. R. Monroe

BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
Phone Central 6505
APA—NOAB

President.....Nathan E. Jacobs
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Vice-Pres. & Radio Dir.....Philip Rouda
Vice-President.....Ad Rovin
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Asst. Sec.-Treas.....Elinor Bishop
Production Manager.....Ed Ward

Branch Office
2400 Foshay Tower, Minneapolis 2, Minn.
Phone Main 4527

Manager.....Sam Kaufman

Radio Accounts—Central, Ill. Electric & Gas Co., Halgar, Inc., International Circuses, Inc., Leaf Gum Co., Milko-Cone & Baking Co.

ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.
Phone Dexter 5313-4115
ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary.....Norma Black
Space Buyer.....John A. Lorimer

BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.
Phone Liberty 7751
ABP — ANPA — PPA — APA

President.....Chester L. Solomont
Radio Dir. & Time Buyer.....Adner Rakov

Radio Account—Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
Phone Howard 134

President.....R. C. Breth

Radio Accounts—Home Mutual Insurance Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF INC.

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276
ANPA—APA—PPA—NOAB—ABP

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Secretary.....A. McKie Donnan
Treasurer.....W. Purdom
Time Buyer.....Marie Eaton
1133 Crenshaw Blvd., Los Angeles 6, Calif.

Branch Offices
Garfield Bldg., Los Angeles 14, Calif.
Phone Whitney 9442

Vice-President.....R. T. Van Norden
Radio Director.....Charles Chaplin
140 East 39th St., New York 16, N. Y.
Phone MU 2-5838

Vice-Pres. & Manager.....C. H. Gabriel

Radio Accounts — Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Davi Miracle Foam, M-Dee Products.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition 1339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert

Radio Accounts—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson, Bible Lessons, Calvary Assembly of Inglewood, Youth for Christ, World's Greatest Book Quiz, Little Country Church of Hollywood, Voice of Faith, Bible Inst. of Los Angeles, Morning Bible Hour.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone Valley 2-9700
AAAA—OAAA—ABP—NOAB—ANPA—PPA—APA

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Secretary-Treasurer.....Guy C. Smith
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Time Buyer.....Clyde Vortman

Branch Office
52 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-1800

Vice-Pres. & Mgr. Media Dept...H. E. Pengel
Art Director.....William A. Adriance

Radio Accounts — Goebel Brewing Co., Chris-Craft, Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp., Sparks-Withington Co., Timken Silent Auto. Div.

Television Account—Goebel Brewing Co.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA—ABP

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General Manager.....A. R. Brooks
Production Manager.....E. Nyberg
Time Buyer.....A. R. Brooks
Copy Chief.....G. Gumpertz
Art Director.....Len Wolf
Acct. Exec.....S. P. Brooks

Radio Accounts — Bekins Moving & Storage Co., Everest & Jennings, Golden West Products Co.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
APA — AAAA — ANPA — ABP
NOAB—PPA—ABC

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Account Executives.....J. S. Howell, Trueman Campbell.

BROWN & BIGELOW ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone HE 6331

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Director of Sales.....Paul H. Dobson
Art Director.....Charles Ernst
Production Manager.....D. J. Holstad
Space Buyer.....E. J. Petersen
Radio Dir. & Time Buyer.....J. H. Fischbein
Copy Chief.....Morris Rudensky

Radio Accounts — Central Life Insurance Society, Dairy Fresh Creameries, Miss Morris Candies, Zip Co.

BUCHANAN & CO., INC.

1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380
AAAA—PPA—NOAB—ABC

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Vice Presidents.....Rudolph Montgelas Douglas Day, Joseph D. Dunn, Paul Radin, Lee Blair, Burton Feldman
Secretary.....A. Grace Barrett
Comptroller.....Anthony Alduino

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Phone Superior 3047

Vice-President.....Burton Feldman
Dir. of Radio & Television..Martin B. Jones
Time Buyer.....Bill Smith

242 No. Canon Dr., Beverly Hills, Calif.
Phone CR 1-4731

Exec. V.P.....Fred M. Jordan

155 Montgomery St., San Francisco 4, Calif.
Phone Yukon 2802

Vice-President.....Lee Blair

Radio Accounts—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., United Artists Corp., Gallowhur Chemical Co., Monogram Pictures Corp., Paramount Pictures, Ind., Allen B. DuMont Labs., Inc., Reynolds Metal Co., Teen-timers, Inc.

Television Accounts—Allen B. DuMont Labs., Inc.

BUCHANAN-THOMAS ADV. CO.

412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA

Partners.....C. C. Buchanan, L. H. Thomas
Radio Director.....Adam Reinemund

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone CIrcle 7-7660

President .....Franklin Bruck
Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic .....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

Radio Accounts — North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries, Arden Candies.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone 7-0726
ABP—PPA

President & Treasurer.....Charles Brunelle
Vice-Presidents.....John E. Finneran, Robinson Smith.

Radio Account—Sage-Allen & Co., Inc.

GEORGE P. BUENTE, INC.

509 Madison Ave., New York 22, N. Y.
Phone EL 5-1175
PANY

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Vice-President & Secretary.....E. M. Buente
Art Director.....William C. Brigham
Production Manager.....Edna Morgans
Account Executives.....G. P. Buente, E. M. Buente, D. W. Stallard.

Radio Accounts—Joseph Santora & Sons, The Van Besta Co, Inc.

BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.
Phone Wabash 7090
APA—PPA—PANY

Owner.....S. W. Grossman
Art Director.....S. Boss
Production Manager.....S. E. Miller
Radio Time Buyer.....G. Roesler
Account Executive.....M. A. Harvis

Radio Accounts — Auto Lamp Mfg. Co., Community Bakeries, Radio Station WJPF, Wisconsin Network, Inc.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUP 3800
ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
Vice-Pres. & Sec.....Francis J. Woods
Vice-President.....Philip D. Simons
Radio Director.....Mary A. Schroeder
Account Executives.....F. J. Woods, P. D. Simons, T. Wainwright.

Radio Accounts — Carson Pirie Scott & Co., Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959

AAAA—ANPA—PPA—ABP—NOAB—ABC—APA

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Treas. & Radio Time Buyer..E. Ross Gamble
Vice-Pres. Chg. of Radio.....W. L. Weddell

Branch Offices

743 Fifth Ave., New York 22, N. Y.
Phone PLaza 5-2772

411 West Fifth, Los Angeles 13, Calif.
Phone Mutual 5167

Radio Accounts — Pure Oil Co., Brown Shoe Co., American Meat Inst.

BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio
Phone Main 3276-7-8-9

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer, Gus K. Bowman, Joel M. Burghalter
Director.....Wm. Copeland

Radio Accounts—Franklin Brewing Co., Buckeye Potato Chips, Clean Co., Watalene Laboratories, Ashland Oil & Refining Co., Budd & Co., Universal Concrete Pipe Co., Yeager Candy Co., Central Bldg. & Loan Co.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone Hancock 7600

AAAA—ANPA—PPA—NOAB—APA

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Treasurer.....Richard P. Holland
Art Director.....Edgar Marble
Production Manager.....Frederick Dwyer
Copy Chief.....Henry W. Peterson
Media Director.....James I. Summers
Radio Time Buyer.....Miss Jan Gilbert
Creative.....Miss Betty Parks
Creative & Production.....John M. Lord
Account Executives.....Harold Cabot, Edward F. Chase, Donald D. Douglas, Russell Hunt, Richard P. Holland, William H. Ganick, Langley C. Keyes, John M. Lord, Henry G. Balch, Peter Black, Eugene C. Burchette

Branch Office

120 Exchange St., Portland, Maine
Phone 3-5962

Manager.....Richard I Miller

Radio Accounts—Boston and Maine Railroad, Boston & Maine Transportation Co., Boston Globe, W. L. Douglas Shoe Co., H. P. Hood & Sons, Rock of Ages Corporation, Boston Consolidated Gas Co., Haviland Chocolates, Inc., Metropolitan Transit Authority.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7

President .....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Secretary.....George Gettman
Account Executives.....Louis C. Pedlar, Jr. Frank E. Lyon, Dorothy Shilling Yost, Marian Kaminski.

Radio Accounts—ABC Oil & Burner Co., Oscar Caplan, Diamond State Brewery, Inc., Elite Laundry, Jarman Motors, Inc., The May Company, Popular Club Bottling Co., Seif's.

CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-6900

AAAA—ABP—ANPA——PPA—PRB—SAAA—SNPA—OAAA—NOAB—ABC

President.....J. Sherwood Smith
Vice-President.....Rene Clark
Secretary-Treasurer.....R. P. Clayberger
Art Director.....Walter B. Geoghegan
Production Manager.....Fred Oughton
Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio Program Director...Chester H. Miller

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Randolph 3831

Radio Dept. Manager.....R. A. Washburn

Radio Accounts — Oakite Products, Inc., Framer Prod. O-SO-Grape.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA—PRB—APA—ABC—ABP

Pres. & Chairman of Board..Henry T. Ewald
Exec. V.P. & Gen. Mgr.....Henry G. Little
Secretary-Treasurer.....Lawrence R. Nelson
Ass't Treasurer & Comptroller..C. J. Rudesill
Vice-President.....J. H. Neebe
Vice-President.....R. F. Field
V.P. & Dir. of Media.....J. J. Hartigan
V.P. & Chmn.....of Acct. Advisory Comm. W. H. Case
V.P. & Copy Director.....L. T. Robinson
V.P. & Art Director.....Halsey Davidson
Vice-President.....W. E. Schweikart

Vice-President.....W. P. Stewart
Vice-President.....G. Brewster Loud, Jr.

Radio Committee

V.P. & Chairman.....Winslow H. Case
Vice-President.....J. H. Neebe
Vice-President.....R. F. Field
Secretary.....T. B. Adams

Television Committee

V.P. & Supervisor.....Winslow H. Case
Producer-Director.....R. J. Mauer
Art Director.....D. O. Chance
Script Writers.....R. S. Field, R. I. Warren
Program Supervisors.....Robert Dudley, B. C. Mott

Branch Offices

230 N. Michigan Ave.,
Chicago 1, Ill.
Central 1946

Vice-Pres. & Mgr.....E. W. Clements

714 W. Olympic Blvd.
Los Angeles 15, Cal.
Richmond 6204

Vice-Pres.-Manager.....R. C. Francis

Radio Accounts—Northwest Chevrolet Dealers Association, The Detroit Chevrolet Dealers Association, The Detroit Edison Co.

Television Accounts—Chevrolet Motor Division, General Motors Corp., Norge Division, Borg-Warner Corp., Mishawaka Rubber & Woolen Manufacturing Co., The Detroit Edison Co., Detroit Chevrolet Dealers, Detroit Norge Dealers, Chicago Chevrolet Dealers.

CAMPBELL-EWALD COMPANY OF NEW YORK, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—APA—NOAB—PPA—ABC

Chairman of the Board....Henry T. Ewald
President & Gen. Mgr...Fletcher D. Richards
First Vice-Pres.....Willis E. Blodgett
Second Vice-Pres.....Lynn B. Dudley
Vice-Pres. & Secty.....Duane W. Beurmann
Treasurer.....L. R. Nelson
V.P. & Media Dir.....E. A. Elliott
V.P. & Art Dir.....W. A. McNabb
Vice-Presidents.....Radcliffe Romeyn, V. A. Walker, John Davidson.
Spot Radio & Tele. Dir.....Kenneth Young

Radio Accounts — United States Rubber Co., Dry Dock Savings Institute, Durham-Enders Razor Corp., Rockwood & Co.

Television Accounts Placed—U. S. Rubber Co.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone Atlantic 3231
ABP—NOAB—ANPA—PPA—APA

Chairman.....Ralph B. Campbell
President.....Ray O. Mithun
Vice-Presidents.....John K. Mortland, John W. Forney, August C. Ragnow, Lester J. Will.
Secretary.....E. S. Brugette
Treasurer.....B. N. Sandquist
Time Buyer.....Arthur H. Lund
Production Creative Director John W. Forney

Branch Office

919 N. Michigan, Chicago 11, Ill.
Phone Del. 7553

Vice-President.....August C. Ragnow

Radio Accounts—American Dairy Association, Andersen Corp., Atwood Coffee Co., Campbell Cereal Co., Eagle, John M. & Co., Ford, Luther & Co., General Dairy Equipment Co., Gold Seal Co., Great Northern Railway Co., Hall Hardware Co., Hamm, (Theo) Brewing Co., Land O'Lakes Creameries, Inc., Larsen Co., Jenny Lee Products, Northwestern National Bank, Peavey, F. H. & Co., Preserve Industry Council, Red Dot Foods, Russell-Miller Milling Co., Swayne, J. B. & Son, Telex, Inc., Zinsmaster Baking Co.

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone LO 7-8141
ABP—ANPA—SNPA

Pres.....Solis S. Cantor
Exec. V.P.....Kathryn Cantor
Art Dir.....William F. Cox
Pro. Mgr.....Robert Hersch
Sp. Buy.....Margaret M. Woodlen
Asst. Execs.....Jack Shaw, Robert Weiner
Radio & Television Dir...Raymond S. Aarons

Branch Office

350 Lincoln Rd. Bldg., Miami Beach, Fla.
Phone 58-1637

Manager.....Sidney B. Gorchov

Radio Accounts—Duval, David T. Robinson, Inc., Penn. Inst. of Criminology, Palmer School, Publicker Industries, New Era Steel Tile.

Television Accounts—Elizabeth Davidson, Superfine Appliance Co., Superfine Fuels, Rusoff Furs, David T. Robinson, Inc., Chex.

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone LExington 2-0850
ANPA—PPA—APA—NOAB

President.....R. C. Caples
Vice-President.....Hudson Meyer

Radio Dept.

Time Buyer.....Ruth D. Folster

Branch Offices
225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President.....R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Radio Department Head....Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager.....Arthur Caron

Radio Accounts—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

CARTER ADV. AGENCY, INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone HA 1356
609 Minnesota Ave., Kansas City 12, Kansas
Phone DR 3077
ABP—ANPA—NOAB—NAAN—APA—PPA
President.....Charles W. Carter
Vice-President.....William G. Rowe
Radio Director.....Lee Hall
Branch Office
609 Minnesota Ave., Kansas City, Kans.
DR 3077

Radio Accounts — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., DeCoursey's Ice Cream, Kansas Farmers Union Central Co-Op Exchange.

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—FAAG—APA
President & Treasurer.....R. H. Cary
Radio Director.....Fred A. Reed
Art Director.....R. M. Williamson

Radio Accounts—Oelwein Chemical Co., Thompson Hybrid Corn Co., Des Moines Ice & Fuel Company, Station KRNT, Station WNAX.

CASMIR ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone MU 2-2014
PANY
Owner & Space Buyer.....David C. Casmir
Radio Director.....Marvin F. Casmir
Art Director.....Wm. E. Burgess

Radio Accounts—Eagle Pencil Co., Haynes-Griffin Co.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone BR 9-0390
ABP-APA
President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Elliott Porte
Radio Director.....Earle McGill

Radio Account—Delicia Chocolate & Candy Mfg. Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-8200
SAAA—SMPA—ABB—OAAA
ABC—BMB
President.....James M. Cecil
Vice-Presidents .....Edward Noakes, H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon.
Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Asst. Radio Dir.....Sara Jane Troy

Radio Accounts—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Carbola Chemical Co.

THE CHERNOW COMPANY

Empire State Bldg., New York 1, N. Y.
Phone PEnnsylvania 6-3520
President.....Sam Chernow
Vice-President.....Leo A. Friedman

NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
ABP—ANPA—PPA—SNPA—NOAB
SNPA—APA—ABP
Partners.....John E. Fontaine, S. M. Kelly
Radio Director.....H. Gene Sample

Radio Accounts — Fleetwood Coffee Co., Double-Colo Co.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732
ANPA—PPA—APA
Pres. & Space Buyer.....J. L. Wade
Vice-President.....Elmer Wade

C. P. CLARK, INC.

113 Seventh Ave., No., Nashville 3, Tenn.
Phone 6-4179
APA—FAAG
President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....D. Clark

Radio Account — Southern Coach Lines, Inc.

CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA—PPA

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

THE ARNOLD COHAN CORP.

1860 Broadway, New York 23, N. Y.
Phone PLaza 9-7267

President.....Arnold Cohan
Vice-President.....Gilbert R. Lesser
Secretary.....Edna Freischman
Treasurer.....Arnold Cohan
Production Mgr.....Morris Helfman
Art Dir.....Saul Mandel
Traffic Mgr.....Jule L. Goodwin
Copy Chief.....Jules Archer
Account Executives.....Arnold Cohan, Gilbert R. Lesser, Helen Wade
Radio & Tele. Dir.....Edward F. McDougal

Radio Accounts—Jim Dale Clothes, Inc., Material Expediters.

COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

Pres. & Radio Dir.....Herbert S. Chason
Vice-President.....John Cole

Radio Accounts — David Cohen & Sons, March Drug Co.

RUSSELL C. COMER ADVERTISING CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964
APA—ANPA—PPA

Partners...Russell C. Comer, Ruth E. Comer
Space Buyer.....Daniel C. Martin
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Department Manager....Bill Godden

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-2800
SNPA—AAAA—ANPA—PPA—OAAA—NOAB—ABC

President.....Robert D. Holbrook
Vice-Pres. & Secty.....Leonard T. Bush
Vice- Presidents.....Thurman L. Barnard, Frank R. Griffin, Edward Battey, Muriel Haynes, Guy Richards, Lewis H. Titterton, Frederick Anderson, Henry A. Mattoon.
Treas. & Comptroller....Charles McCormack
Vice-Pres. & Asst. Treasurer, John K. Strubling, Jr.
Media Supervisor.....Frank B. Kemp
Mgr. Radio Dept.....Storrs Haynes
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers
Head Time Buyer.....Henry Clochessy
Dir. Daytime Serial Div.....Evelyn Pierce
Dir. Pro. Development....Brewster Morgan

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
Harrison 3570

New Center Bldg., Detroit, Mich.
Trinity 1-2200
Manager.....James Cook

Land Bank Bldg., Kansas City, Mo.
Harrison 8102
Manager.....Wm. B. Hill

Gwynne Bldg., Cincinnati, O.
Pkwy. 6961
Manager.....Robert P. Marsh

744 N. 4th St., Milwaukee 3, Wis.
Marquette 2778
Manager.....Harry Scott

6253 Hollywood Blvd., Hollywood 28, Cal.
Hollywood 8107
Manager.....Floyd Holm

Radio Accounts—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Barsalou Soap, Duz), Wheatena Corp., Socony-Vacuum Oil Co., Allis Chalmers Co., Nestles Milk Co.

THE CONNOR COMPANY, INC.

544 Market St.,
San Francisco 4, Cal.
Phone, YUkon 0196
APA—ABP—FAAG—ANPA—PPA

President.....Edward W. Connor
Exec. Vice-Pres.....Shirley Walker
Production Manager.....Mrs. V. George
Account Executives.....A. M. Janisen, B. McClure, D. McFadden, S. Walker.

COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940
ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Media.....Miss McDonald
Space-Time Buyer.....Miss A. Marie Maus, Miss McDonald

Radio Accounts — Isbandsten-Moller Co., Inc., Mittag & Volger, Inc., Frank G. Shattuck Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone 6185
ABP—AMPA—APA
PPA—NAAN

Account Executives.....John Gilbert Craig
K. W. Anderson.

Radio Account — Mason-Dixon Radio Group.

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA—NOAB—ABC

President.....A. W. Seiler
Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....L. H. Ness,
C. W. Faude
Director of Media.....L. H. Ness
Time Buyer.....Loretta Mahar
Radio Director.....J. S. Stolzoff

Radio Accounts—Plankinton Packing Co., Victor Stamm & Associates, Ed. Schuster & Co., Amity Leather Co., Milwaukee Co., Sperry Candy Co., McConnon & Co., Mackwin Co., Luick Ice Cream Co., Luick Dairy Co.

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger
Account Executives.....Leon H. Lewis,
George M. Stern, Harley B. Hobbs.
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
Radio Time Buyer.....Harry C. Pick

Radio Accounts — Admiral Corp., Klein's Sporting Goods.

Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.

221 No. La Salle St., Chicago 1, Ill.
Phone State 3800
ANPA—PPA—APA—AAAA

President.....H. M. Dancer
Vice-Presidents.....C. L. Fitzgerald,
J. G. Sample.
Treasurer.....Paul Keenan
Sec. & Gen. Mgr.....Fred Leighty
Account Executives.....Robert McDonald,
Elliot Detchon, Bob Etienne Clint Frank, F. S. Gardner, Joseph Greeley, Thomas L. Greer, Bud Dollard, G. H. Johnson, Fred Klein, Stuart Upson, Ted Mertz, Don Manchester.
Radio Time Director.....J. James Neale
Radio Comm. Prod.....Dan Ryan
Copy Supervisors.....W. Tyler,
Thomas Greer.
Production Head.....Albert Black
Promotion.....A. O. Meyer

Branch Offices
247 Park Ave., New York 17, N. Y.
Phone WI 2-4200

Executive Manager.....F. K. Beirn
Account Executives.....G. G. Tormey,
R. W. Buckley, J. L. Eisele, G. P. MacGregor, H. R. Potter, M. Read, A. W. Spence, W. B. Stewart, H. R. Turnbull.

Radio & Television Producing Subsidiary

Show Productions, Inc.

President.....Adrian Samish
Supervisor of Night-Time Programs
and Television .....Carl Stanton
Supervisor of Day-Time Programs
Lester Vail
Publicity and Promotion.....Pat Sweeney
1680 N. Vine St., Hollywood 28, Calif.
Phone HE 0716

Manager.....Al Kabaker
6 King St. East, Toronto 1, Canada
Phone Adelaide 2851

Manager.....G. Nunns

Radio Accounts—General Mills, Inc., Procter & Gamble Company, Sterling Drug Inc., Daniel Green, Whitehall Pharmacal Company, Falstaff Brewing Corp., Continental Illinois National Bank & Trust Co., Standard Brands, Inc.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA—SNPA—NOAB—OAAA—BMB

Chrmn. Bd. of Dir.....A. L. Lee
President.....J. F. Oberwinder
Secretary-Treasurer.....E. C. Cronk
Radio Dir.....P. A. Louis

Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2600

V.P. in Charge of Radio.....John J. Toigo

Terminal Tower Bldg., Cleveland, Ohio
Phone Cherry 0158

Vice-President.....Stanley Seward

90 Broadview Ave., Toronto, Ont., Canada
Phone Gladstone 7591

Vice-President .....Gramont Altenbernd

310 North Ave., N. E., Atlanta, Ga.
Phone Atwood 1209

Vice-President.....J. Hixon Kinsella

Radio Accounts—The Coca-Cola Co., General Tire & Rubber Co., Pennsylvania Rubber Co., Cleveland Electric Illuminating Co., Laclede Gas Company—St. Louis.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone Main 0790-1

PPA — NOAB — APA

President-Time Buyer..James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts Placed—Pepsi-Cola Bottlers of St. Louis, Meyer Bros. Drug Co., St. Louis Dairy Co.

DAVIS & COMPANY

912 Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 3908

ANPA—PPA

Partners.....Robert J. Davis, Joseph Sill, Jr.
Time Buyer.....Jane Leider
Radio Accounts—Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Lts.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone 8-0666

APA—ABP

Owner.....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
Phone C-8295

APA—SNPA

Owner-Radio Buyer, Mrs. Irene Scott Dicklow

DINION & DuBROWIN, INC.

40 W. 52nd St., New York 19, N. Y.
Phone PLaza 9-2826

ABP

President.....Raphael DuBrowin
Vice-President.....Edgar M. Paulton
Secretary-Treasurer.....Erwin Dinion
Radio-Tele Director....John Howard Lloyd
Script Editor.....Ruth Wolson

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193

APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
Account Executive.....Warwick Anderson

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-0445

AAAA—ABP—ANPA—PPA—NOAB—ABC

President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice Presidents.....Donald K. Clifford, Francis J. Doherty, Joel F. Jacobs.
V.P. & Secretary.....Wm. E. Steers
Asst. Treas.....Nelson O. Argueso
Asst. Secty.....Marie L. Brennan
Dir. of Production.....Chester MacCracken
Dir. of Radio Commercials....John Mullen
Tele. Dir.....Chester MacCracken
Asst. Tele. Dir.....Blaney Harris
Radio Accounts—Bristol Myers Company, Ipana, Vitalis, Mum, Ingram Shave Cream, Benex; Pioneer Division of the Borden Company, Reid's Ice Cream, Mel O Rol Ice Cream; General Aniline & Film Corp., Glim; Chas Ammen Company.
Television Accounts—Bristol-Myers Company, Pioneer Division of the Borden Company (Now discontinued).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 20, Va.
Phone 3-111-3

ANPA—PPA—SNPA—APA

President-Treas...Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dumbrower, Jr.
Secretary.....T. E. George
Asst. Secty.....Phyllis King
Mgr. Radio Dept.....J. C. Fulmer
Account Executive.....M. B. Dombrower
Talent Buyer.....T. Michaux Moody

Branch Office
Woodward Bldg., Washington, D. C.
Phone Republic 1420

Manager.....Philip Rosenfeld
Radio Accounts—Southern Biscuit Co., Inc., Goldberg Electric Products Co., Inc., Southern Stove Works, Inc., Fork Union Military Academy, Fork Union, Virginia, Southland Wines, Inc., Velvet Rose Wine, Richmond Rubber Co., Inc., Traffic-Tested Automobile Tires, FFV Cookies and Crackers, Sonora Radio-Phonographs, Kitchen Chief Wood and Coal Kitchen Ranges, and Tip Top Circulators.

DONAHUE AND COE, INC.

1270 Ave. of Americas, New York 20, N. Y.
Phone Columbus 5-4252

ANPA—PPA—ABP—SNPA—OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div. A. Carl Rigrod
Time Buyer.....Thomas Lynch

Branch Offices
411 Hurt Bldg., Atlanta, Georgia
Phone Ma 5662
Manager & Vice-President..H. L. Morrill, Jr.
931 N. La Cienega, Hollywood, Calif.
Phone Crestview 6-7737
Manager.....Walter Blake

Radio Accounts—Loew's, Inc. (M-G-M), Samuel Goldwyn Productions, Enterprise Pictures, Republic Pictures, Angostura-Wupperman Co., Whitehall Pharmacal Co., Pearson Pharmacal Co., N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer.

Television Account—Lektrolite.

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-3000
ANPA—PPA—APA—ABP—NOAB

President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

DORLAN, INTERNATIONAL-PETTINGELL & FENTON, INC.

247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685
ABP—ANPA—PPA—NOAB

President.....Atherton Pettingell
Exec. Vice-Pres.-Treasurer.....Walter Maas
Vice-President.....Charles B. Strauss
Radio Dept.....Handled by Bernice Newton

Radio Accounts—U. S. Army, York Caramel Co., Lanvin Parfums, Inc., A. S. Beck Shoe Corp.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050
ANPA—PPA

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-President.....W. Davenport
Treasurer.....Geo. E. Murphy

Radio Accounts—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone PLaza 3-4848
ABP—NOAB—ANPA—PPA—APA
ABC—BMB—SNPA

President.....Duane Jones
Exec. V.P. & Gen. Mgr.....Ralph Smith
Secretary.....Eugene Hulshizer
Treasurer.....Lawrence Leaman
Copy Chief.....Robert Hughes
Space Buyer.....David Hogmer
Vice-Presidents.....C. Frederic Bell, Robert Hayes, Joseph Scheideler.
Television Director.....Walter Ware
Production Manager.....Gerald O. DaCosta
Art Directors.....Thomas McManus, Francis Horr, Dick Beyer.
Business Manager.....Richard A. Stevens
Research Director.....Lawrence Hubbard
Merchandising Director.....Donald Gill
Premium Manager.....Ernest Zielin
Radio Director.....Reggie Schuebel
Production.....Chester Gierlach
Head Time Buyer.....Vera Brennan
Time Buyer.....Jeanne Sullivan
Time Buyer.....Sally Reynolds
Time Buyer.....Anne Small

Branch Office
Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.
Phone PLaza 9-4516

Radio Accounts—B. T. Babbitt, Inc., Curtice Brothers Co., The Grove Laboratories, Inc., Hudson Pulp & Paper Corp., Larus & Brother Co., Inc., Manhattan Soap Co., Megowen-Educator Food Co., The Mennen Co., C. F Mueller Co, E Myers Lye Corp., Pierce's Proprietaries, Inc., The Sweets Company of America, Inc., Wesson Oil & Snowdrift Sales Co., Whitehall Pharmacal Company (Kolynos).

Television Accounts—C. F. Mueller Co., The Manhattan Soap Co., B. T. Babbitt, Inc.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone RANdolph 8246
APA

Owner.....L. Jerome DuMahaut
Production Manager.....J. H. Van Wart

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400
PPA—NOAB—ANPA—SNPA
ABC—OAAA

President.....Roy S. Durstine
Vice-Pres.-Secretary Dir of Media, Arch T. Gardiner
Vice-Presidents.....William E. Dempster, Ralph D. Allum.
Treasurer.....T. Arnold Rau
Prod. Mgr.....David R. Margaretten
Head Art Director.....Harvey A. Spooner
Art Directors.....J. Burton Stevens, John A. Hafstrom.
Executive Staff.....William E. Dempster, Ralph D. Allum, John C. Rome, Chandler S. Woolley, John Malone, Jr., William C. Pank, David L. Rosen, Robert L.

Whitehead, James Hermans, Jr., C. Henry Heppenstall.
Assoc. Radio Directors. Richard L. Eastland, Maurice Condon, John T. Martin.
Radio Time Buyer.....Bergliette Boe
Radio Directors.....Richard L. Eastland, Maurice Condon, John T. Martin.

Branch Offices
20 No. Wacker Drive, Chicago 6, Ill.
Phone Andover 3466
V.P.-Manager.....Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.
Phone Cherry 0032
V.P.-Manager .....Frederic Kammann

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone Madison 2922
Owner.....Adam F. Eby
Account Executives.....Catharine Walsh, Samuel E. Eby.

Radio Accounts—Schreiber Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

EDWARD EDELSTEIN ADVERTISING AGENCY

27 E. Monroe St., Chicago 3, Ill.
Phone Andover 3867-Dea 5976
ABP
President.....Edward Edelstein
Art Director.....Sylvia Roberts
Radio Dir. & Time Buyer.....Lloyd Nelson

Radio Accounts — Nusitron Co., Simon Products, Optron Co.

ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-2562
NOAB—ANPA—PPA—APA
President.....Jesse T. Ellington
Vice Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles R. Marshall, Chauncey L. Landon.
Dir. of Radio.....Hal James

Radio Account—Petroleum Advisers, Inc.

ELLIOT-HORNSBY, INC.

10 Milk St., Boston 8, Mass.
Phone Lib 0085
Pres. Radio & Tele Dir.....Len Hornsby
Treas. & Publicity Dir....S. Elliott Feinstein
Copy Chief & Radio Time Buyer
Polly Brown

Radio Accounts—Boston Stove, Deerfoot Farms, Firestone, Kingston Inn, Koolvent Metal Awning, Magee Distributors Corp., Mansfield Beauty Academy, New England Modernizing, Rembrandt Studios, Stenotype Institute.

ELLIS ADVERTISING CO., INC.

2500 Rand Bldg., Buffalo 3, N. Y.
ABP—ANPA—NOAB—APA—PPA
President.....Michael F. Ellis, Jr.
Radio Director.....Caesarina Cardarelli
Radio Director.....Nancy Wilbur
Vice-President.....Kurt J. Mann
Treasurer.....Jerome R. Ellis
Secretary.....A. Irving Milch

Radio Accounts—Basil Theaters, Buffalo Optical Co., Glicksteins Jewelers, John Henrich Co., Sidney Mursten Furs, Household Outfitting Co., Italian & French Wine Co., Old Barn, Pfeiffers' Restaurant, Rivieria Restaurant, McGary Venetian Blinds, Posmantur's Mens Clothing, Levy's Jewelers, Simon Greenbaum Clothing, Western Savings Bank, Kensington Savings & Loan Assn., City Service Taxi, DiBello Pontiac Motors, Buffalo Fisk Tire, Beau Sejour Restaurant, Leonid de Leseinskis, Butler's Inc., Eclair Inc. Bakery.

ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
Phone Executive 5834
President.....Robert J. Enders
Radio Director.....Shelia Ryan
Account Executives.....Raine Bennett, William F. Fitzgerald, Robert J. Enders.
Television Dir.....John Barnes

Radio Accounts—Veterans of Foreign Wars of the United States, Snow Crop Frozen Foods, Good Bros. Distributors, Home Appliance Company, National Electronic Labs, Kopy Kat Women's-wear chain, Acousticon-Orrison Hearing Aids, President's Cup Regatta, D. Zoslow & Son Enterprises, Maryland Air Lines Blechman's Dept Stores, Equitable Credit Corp., City Finance Company, Hubbard House Restaurants, Scott Jewelers, Irby Jewelers, Occidental Restaurant, New Jersey Cleaner, Star Bright, Star Rapid, Globe, House of Fabrics, Al's Motors, Chevy Chase Realty, Alexandria Cleaners Ney Distributing Co., Zantzinger Real Estate Virginia Appliance Gold Label Distributing Company (Goebels Beer) La Salle du Bois.

Television Accounts—Georges Radio & Television with RCA, Bendix Corp., Philco Corp.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Time & Space Buyer....Ann Lindgren

Radio Accounts—House of David, Stahelin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Holland Bldg., Fresno, Calif.
Phone 32613
CNPA

Pres. & Prod. Mgr.....E. E. Anderson
Vice-Pres. & Space Buyer.....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co.

EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.

Partners...David H. Boxer, Irving Weinberg
Production Manager.....John Hedman
Radio Time Buyer.....Roy Spector

BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590
ANPA—PPA

President.....Benjamin Esheleman
Exec. Vice-Pres.....J. J. D. Spillan
Sec. & Prod. Mgr.....W. J. Collopy
Radio Time Buyer & Radio Dir.
L. H. Greenhouse

Radio Accounts — Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

President and Treasurer.....William Esty
Exec. V.P.....James J. Houlahan
Secretary.....E. H. Cummings
V.P. & Dir of Radio....Thos. D. Luckenbill
Time Buyers.....John C. Esty, Richard Grahl.
Radio Producers.....Kendall Foster, Helen Phillips, Charles White, Wendell Adams, William Lloyd, W. G. Martin.
Television Department.....Kendall Foster

1537 Vine St., Hollywood 28, Calif.
Phone Hillside 2183

Radio Accounts—Camel Cigarettes, Prince Albert Smoking Tobacco, Super Suds and Palmolive Soap, Piel's Beer Spots, Vel Spots and local program.

EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager.....Clarence R. Evans
Treasurer.....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Jo Otwell
Radio Producer.....Velma Evans

Radio Accounts — Associated Grocers of Central, Ray's Brand Products, The Bootery, Rolands (Lane Bryant), G. S. Suppiger Co. (Brook's Foods), Frank A. Bridge, Licek Crane Potato Chips, Herndon's, Peterson's Rose Butter, Lloyds Cleaners, Edwards Jewelers, Hennessey Florists, Ideal Baking Co., Springfield Refinoil Co., St. Nicholas Hotel, Security Federal Savings & Loan, Capital City Motors, Home Appliances Inc., Senate Theater, Strong's Cafeteria, Arch Wilson, Inc., Burchett's Studios, Quality Dairy, Brunk & Sapp Co., Illinois Transit Co.

ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 2-3371
ABP—NOAB—ANPA—APA—SAAA
BMB—SNPA—NAAN

General Manager.....Albert Evans, Jr.
Account Executives.....Gordon Teague, Dorothy Cantrell.
Radio Director.....George W. Linn
Radio Copywriter.....Rachael Barber

Radio Accounts—Ellison's Furniture Co., Foremost Dairies (Southwestern Division), Premier Oil Refining Co. of Texas, Terminal Grain Co., Texas Motors, Williamson Dickie Mfg. Co.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 7927
ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art.....Reynold Abbruzi

Radio Accounts—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-8680
ANPA—APA—PPA

President & Treasurer.....Natt S. Ensler
Art Director.....Bernard Katz
Radio Dir. & Space Buyer
Mrs. Janice Hamilton
Account Executives.....R. Block, M. E. Ensler, Seth D. Tobias.

Radio Accounts—Mayfair Ice Cream Co., New Oyster Bay Restaurant.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 8-4200
AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB

Vice-Pres. & Dir. of Radio
Francis C. Barton, Jr.
Asst. to Radio Dir.....Benjamin R. Potts
Radio Copy Writer.....Robert J. Kuhn
Time Buyer.....Penelope Simmons
Radio Production.....Thomas Hicks
Assistant to Time Buyer.....Jacqueline Ruta

Radio Accounts — Lever Brothers Co., American Safety Razor Corp. (Gem & Avaderma), Dixon Ticonderoga Pencils, John F. Trommer, Inc., Durkee Famous Foods, General Cigar Company, Harriet Hubbard Ayer, Inc., Gerber's, Barbizon, Stromberg-Carlson.

Television Accounts — American Safety Razor Corp. (Lighter).

HARRY FEIGENBAUM ADVERTISING AGENCY

1420 Walnut St., Philadelphia 2, Pa.
Phone Pennypacker 3622
ANPA—PPA—NOAB

Partner.....Harry Feigenbaum
Radio Dept. Manager.....David Wermen
Radio Director & Talent.....Erwin Rosner

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone COlumbus 5-3642
PANY

Pres. & Radio Time Buyer...Robert Feldman
Vice-President.....Mrs. Bell Michaels
Sec.-Treas. & Space Buyer.....Maxwell Dane
Copy Chief & Radio Dir.
Mrs. Lorraine Barton
Account Executives.....Maxwell Dane, Robert Feldman, Mrs. Lorraine Barton

FELLOWS-BOGARDUS ADVERTISING

410 Larned Bldg., Syracuse 2, N. Y.
Phone 2-2197-8
ABP—APA

Pres. Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President.....E. Elmer Bogardus
Secretary.....Alice Sheals
Treasurer.....Marjorie Hughes

Radio Accounts—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
Phone National 7713

President.....Courtland D. Ferguson
Sec.-Treas.....Lucille Pierce Ferguson
Radio Time Buyer.....Theodora Cowie
Account Executives...Marshall R. Worcester, J. E. Bates, Philip Martin.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300
ANPA—PPA—APA—NOAB

President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield

Radio Accounts — Farrell Publishing Co., Indian Motorcycle, Dictograph Prod. Inc., Acousticon, Ideal Lawnmower.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977
PPA—SNPA—ABP

President-Treasurer.....Robert G. Fields
Secretary.....A. Ferguson

FIRESTONE-GOODMAN ADV. AGENCY

445 Loeb Arcade, Minneapolis 2, Minn.
Phone Main 4393
ANPA—APA

Owner & Radio Dir.....Allan L. Firestone
Art. Dir. & Prod. Mgr.....Archie Goodman
Publicity Dir. & Space Buyer
Jack Bankman

Radio Accounts — American Television & Radio Co., Callender Sporting Goods Co., DeGuile Academy, Jax Mfg. Co.

M. M. FISHER, ASSOCIATES-ADV.

134 N. La Salle St., Chicago 2, Ill.
Phone Central 1610

Owner.....Jack L. Fisher, Sr.
Co-Owner, Space Buyer & Television Dir.
Jack L. Fisher, Jr.

Branch Office
18 E. 48th St., New York 17, N. Y.
Phone PLaza 5-2841

Manager.....Fred Uttal

Radio Accounts—Balaban & Katz Corp., Sol Lesser Productions, Selznick International Pictures, Trav-Ler Radio Corp., Twentieth Century-Fox Film Corp., United Artists Corp., Universal Pictures, Warner Brothers Pictures.

FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 13, La.
Phone Ca. 9871
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Partners.....Joe L. Killeen, Joseph H. Epstein.
Partner, In Chg. Copy.....Roy M. Schwarz
Partner, In Chg. Media & Markets, Leonard Gessner
Partner & Art Dir.....E. W. Rector Wootten
Partner & Production Mgr...Warren G. Posey
Media Dir.....Harley B. Howcott
Acct. Exec.....Donald H. Halsey

Radio Account—Wesson Oil & Snowdrift Sales Co., Blue Plate Foods, Inc., Dixie Brewing Co., H. G. Hill Stores.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP—ANPA—PPA—APA—AAAA—NAAN

President.....John B. Flack
Secretary.....Florence O. Miller
Account Executives.....J. K. Bowman
Claire Evans, James B. Lennie, Arnold T. Bowden, William P. Conklin.
Account Executive & Copy Writer, Claire Evans

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

President & Radio Director..Robert B. Foley
Secretary-Treas.....Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn Co.

RICHARD A. FOLEY, ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-1560
ABP—ANPA—APA—PPA—AAAA
ABC—NOAB

President.....C. H. Eyles
1st V.P., Sec.-Treas.....Lee E. Hood

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-6600
AAAA—ANPA—ABP—PPA—APA—ABC

Chairman of the Board.....Don Belding
President.....Emerson Foote
Chairman, Executive Comm. .Fairfax Cone
Secretary-Treasurer.....William R. Sachse

New York Office

President.....Emerson Foote
Exec. Vice-Pres.....William E. Berchtold
Vice-Pres. and Gen. Mgr.....M. P. Franceschi
Vice-Pres. Media and Research, Harold H. Webber
Assistant Treasurer.....A. E. Rood
Director of Publicity.....George Wolf
Vice-Pres. in Chg. of Radio..Douglas Coulter
Radio Time Buyer.....Lillian Selb
Vice-Pres. in Chg Tele.....Ralph B. Austrian
Asst. Dir.....Roger Pryor
Time Buyer.....Lillian Selb

Chicago Office

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4800

Chairman Exec. Comm.....Fairfax M. Cone
Executive Vice President.....J. H. E. Davis
Secretary and Treasurer...William R. Sachse
Radio Business Manager.....Harry Dieter
Radio Production Mgr.....James Fonda
Radio Time Buyer.....Genevieve Lemper

Los Angeles Office

601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651

Chairman of the Board.....Don Belding
Executive Vice-Pres.....William J Pringle
Business Manager.....Eugene Duckwall
Radio Time Buyer.....J. H. Scruggs

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355

Vice-Pres and Mgr.....Leslie G. Moseley
Radio Time Buyer.....Virginia Cain

Hollywood Office

6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265

Vice-President.....Robert Ballin
General Manager.....C. Burt Oliver

Radio Accounts—The American Tobacco Co., American Cigarette and Cigar Company, RKO Radio Pictures, Inc., RKO Theaters, Walt Disney Productions, General Foods Corporation, New York Central System, Armour and Company, Armour Soap Works, Armour and Company (Procurement Division), Frigidaire Division of General Motors Corporation, Hall Brothers, Inc., Pepsodent Division of Lever Bros. Company, The Toni Company, Beatrice Foods Company, Ben-Hur Products, Inc., Security-First National Bank, Union Oil Company.

Television Accounts—The American Tobacco Co., Bowman Gum, Inc.

FORD & DAMM ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone 2-3645
APA

President.....M. J. Ford
Secretary-Treasurer.....E. Ogren
Art Director.....Alex Andres
Radio Time Buyer & Radio Dir. Wm. Cummings

Branch Office

25 Taylor St., San Francisco 2, Calif.

Director.....Adam K. Johnson

Radio Accounts—Continental Nut Co., El Dorado Brewing Co., Old Home Bakers, Paramount Seed Co., Sacramento Frosted Foods Co., 7 Up Bottling Co.

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
SNPA

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain
Radio Account — Citizens Bank (Local), Coble Dairy Products (Regional).

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-Chairman-General Mgr.
Harold E. Maples
Radio Department.....John V. McAdams

Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900
Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915
1 La Salle St., Chicago, Ill.
Phone Dearborn 8910
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 3484

Acct. Exec.....Lucrezia Kemper
Radio Accounts — Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

FRANK & HOLLINSHEAD, INC.

Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 7220
ABP—ANPA—APA—PPA—NOAB

Pres., Treas. & Copy Chief.....E. G. Frank
V.P., Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Secretary.....M. Dreifuss
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....M. Wright
Account Executives.....E. G. Frank, M. A. Hollinshead, J. S. Chandler.

FRANKE-WILKINSON-SCHIWETZ & TIPS, INC.

455 Carolina St., Houston 2, Tex.
Phone Capitol 0618
ANPA—APA—SAAA—NOAB

President.....J. B. Wilkinson
Exec. Vice-Pres.....K. Tips
Vice-Presidents.....P. C. Franke, Jr. E. M. Schiwetz, D. K. Williams, W. H. Tipton, Jr
Vice-Pres. Sec.....T. Schiwetz
Radio Time Buyer.....Gene Heard
Radio Accounts — First National Bank, KXYZ Radio Station, Rettig's Ice Cream Co.

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone Dearborn 5745
NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
Art Director.....J. V. Schuller
Production Manager.....G. R. Arnold
Media Dir. & Radio Time Buyer
Alice C. Jolivette
Radio Accounts—Foot-Pleasure Shoe Co., Ironited Vitamin Co., Revere Camera Co., Trav-Ler Radio Corp.

ROBERT FRANKLIN & ASSOCIATES

Fulton-Fresno Bldg., Fresno 1, Calif.
Phone 4-6566

Gen. Partner.....Robert Franklin
Sec.-Treas.....J. Schmeiser
General Manager.....H. Braze
Radio Dir. Radio Time Buyer & Space Buyer
R. C. Franklin, Jr.
Art Director.....Tom Dyer
Account Executives.....Tom Dyer, Harry Braze, R. Franklin, J. Crawford, J. Bort, M. Hyde.

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-7433
ABP—PPA—ANPA—NOAB

Pres. & Art Dir.....Frederick C. Burger
Sec. & Copy Chief.....R. S. Buckbinder
Treas. & Media Director.....H. S. Rieff
Radio Time Buyer & Radio Dir...J. Mitchell
Radio Account—The Coward Shoe.

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
Phone Alpine 2048
ANPA—ABP—APA—NAAN

President.....C. J. Freiberger
Production Manager..Robert A. McCutcheon
Art Director.....A. Cizek
Account Executive.....V. R. Ewing, Margret Richey.
Artist.....Barbara Weiss, Gene Ellis
Radio Director.....Ruth L. Torgerson
Radio Accounts—Tivoli Union Co., Brecht Candy Co., Securities Credit Corp., Toner's Inc., Central Bank & Trust Co., Bell Tailors, Clayton Coal Co., Colorado Potato Flake Co., A. Carbone & Co., Gart Bros., Gus Butter-

maid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., O. K. Rubber Welding System.

AD FRIED ADVERTISING AGENCY

208-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 4-6580

Owner & Tele-Radio Director.....Ad Fried
Copy & Continuity.....Fred Chapman
Radio Time Buyer.....Melba Burley
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Shirley Williams
Program Manager.....Elaine Trigger
Special Programs.....Robert Callan
Radio Producers.....Ad Fried, Fred Chapman, Melba Burley, Shirley Williams, Robert Callan
Television Research Survey & Dir., Ad Fried

Radio Accounts—Advance Products Co., Associated Stationers, Inc., W. F. Barton & Son, Darling Shops (Pac. Coast) Bigelow Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores,Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

FREITAG ADV. AGENCY

761 Peachtree N.E. Atlanta 3, Ga.
Phone Hemlock 1345-6
ANPA—APA—PPA—NOAB

Owner & Space Buyer.....J. V. Freitag
Secretary.....R. W. Wallace
Prod. Mgr. & Art Dir.....Harald J. Torgesen
Copy Chief, Radio Dir. & Radio Time Buyer M. K. McGowan

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone Newstead 0037
AAAA—ABP—NOAB—ANPA—PPA
APA—NAAN

Partner.....Oakleigh R. French
Partner.....Mazie G. French
Dir. Consumer Merchandising G. Gordon Hertslet
Account Executive.....C. Sewell Pangman
Account Executives.....Kenneth J. Bayer, Al Maescher, Jr.
Dir. Client Service.....Richard C. Lynch
Radio Director.....Al Maescher, Jr.

Radio Accounts — Mercantile Commerce Bank & Trust Co., Dixie Mills, Hunter Packing Co., Clinton Industries, Phelan-Faust Paint Co.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIberty 0813-4-5
ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer, Harvey P. Newcomb

Radio Accounts — Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Campbell Fairbanks Expositions, Genoa Packing Co., Boston Yanks.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB

President.....Allen Billingsley
Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas.....C. C. Reidenbaugh

New York Office

Chairman of the Board.....John Wiley
Radio Director.....Lee Williams
Radio Time Buyer.....George Trimble

Cleveland Office

1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700

President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Radio Department.....M. M. Scott
Radio Time Buyer.....W. J. Staab

Chicago Office

105 W. Adams St., Chicago, Ill.

Vice-President.....Ed Lauesen

Radio Accounts—Burkhardt Brewing Co., Pennzoil, Dougherty Lumber Co., Climalene, Commonwealth Shoe & Leather Co., Westinghouse Electric Co., (Lamp & Radio Divisions), Central National Bank, Charis Corp., Commercial Solvents Corp., Jonas Shops, Stauffer Restaurants, Aluminum Co. of America.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman

Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb
Time Buyer.....Joyce Rich
Radio Producer.....John O'Rourke

ANDREW GAHAGAN ASSOC., INC.

270 Park Ave., New York 17, N. Y.
Phone PL 9-2500
AAAA—ABP—ANPA—PANYC

President & Treasurer.....Andrew Gahagan
Vice-Pres.....Richard Stanton Rimanoczy
Time Buyer.....Margaret Deady

Radio Accounts—America's Furniture, Inc., Republican State Comm.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—AAAA

Vice-President.....C. E. Claggett
Vice-Pres. & Dir. of Media, E. A. W. Schulenburg
Account Exec.....William Moore

Branch Office
9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-2000

Vice-President.....Roland Martini

Radio Accounts—Ralston Purina Co., Pet Milk Co., Union Electric Co. of Mo., Hyde Park Breweries Assn., Nat'l Guard of U. S., St. Louis Public Service, H. C. Cole Milling Co., Frisco RR., H. D. Lee Co.

GARFIELD & GUILD ADV. AGENCY

660 Market St., San Francisco 4, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP—NAAN
AAAA—APA—SNPA

President.....Sidney Garfield
Exec. Vice-Pres.....Walter Guild
Copy Chief.....David Bascom
Art Director.....Dan Bonfili
Space Buyer.....Sally Paul
Account Executive.....Fred Crawshaw
Account Executive.....Bernard Schnitzer

Radio Accounts—Alta Tea & Coffee, Chemicals, Inc., Consolidated Dairy, L. De Martini, Gravem-Inglis Baking Co., Guittard Chocolate Co., Kay Jewelry Co., Rev. Charles E. Lukens, Louis Milani Foods, Inc., No Doz Awakeners, Remar Baking Co., Rosenfield Packing Co., Good Foods, Inc., Smith's (retail).

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8388
APA—ANPA—PPA—NOAB

President.....W. W. Garrison
Vice-President.....Brooks Middleton
Secretary & Space Buyer.....G. P. Schill
Vice-Pres. in Charge Radio....Tim Morrow
Continuity Dir.....Nancy Goodwin
Time Buyer.....Kathryn Stark

Radio Accounts—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Spartus Camera.

JOSEPH R. GERBER CO.

1305 S. W. 12th Ave., Portland 1, Ore.
Phone Broadway 0515
AAAA—ABP—NOAB—ANPA
PPA—APA

President.....Joseph R. Gerber
V.P. & Radio Space Buyer...Chas. H. Devlin
Vice-President.....Douglas Powell
Controller.....Geo. E. Clinton
Production.....Jack Lockie
Art Director.....Henry Lee, Jr.
Copy Chief.....Dean Pollock
Account Representatives....Chas. H. Devlin, Douglas Powell, Vernor M. Schenck, II, William MacGibbon.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Executives.....J. W. Clark, R. Hendrickson
Media Director.....Pat Reid
Production Manager.....E. J. Thomas

Branch Office
412 W. 6th St., Los Angeles 14, Cal.
Phone, TUcker 1455
931 Republic Bldg., Seattle 1, Washington
Phone Main 6685

Manager.....Jean Hadley
Prod. & Media.....Ray Kopp

Radio Accounts—Plant-Chem, Inc., David D. Bohannon Org.

GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400

President .....Bertram B. Geyer
Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
Vice-Presidents.....R. M. Ganger, A. A. Surin, Vernon M. Welsh, C. A. Brocker, F. P. Reynolds, Jr., D. S. Shaw, E. F. Thomas, A. J. Cole, J. McQuigg.

Treasurer.....J. R. Kunz
Publicity Dir.....Edward F. Thomas
Radio Tele Director.....Donald S. Shaw
Production Manager.....Frederick A. Long

Branch Offices

Third Nat'l Bldg., Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost

14250 Plymouth Rd., Detroit 32, Mich.
Phone, Hogarth 5520
Manager.....John McQuigg
Exec. Contacts.....Kenneth Westervelt, Randolph Brown.

Radio Accounts — Nash-Kelvinator Corp., Continental Oil Co. (Conoco Motor Oil), P. Lorillard Co. (Embassy Cigarettes), Leonard Div. Nash-Kelvinator Corp., Simmons Electronic Blanket.

Television Accounts—Knox-the-Hatter, Kelvinator.

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Vice-President.....Dave Crawford
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Copy Dir-Acct. Ex.....C. E. Parsons
Prod.-Acct Ex.....A. S. Black
Radio Dir.-Acct. Ex.....Maudeen Marks
Script Writer.....Lorena Henry
Clerical.....June Sims
Actor-Writer.....Bill Denny

Radio Accounts—Bill Williams, Earle North Buick Company, Earle North Goodyear Store, Pollyanna Shop, Union Bottling Works, Nueces Hardware, Flato's, Sakowitz Bros. Inc., Houston Fat Stock Show, Houston Hockey Club, Checking Counter South Texas Motors, Royal Tire Company, Royal Air-Conditioning, Loew's State Theatre, Sun-Up Ice Cream, Camellia Ice Cream, C. B. Delhomme, Marine Dis., Donaldson & Bass, Construction, Hou. Interlocking Tile, Fogle-West Funeral Home, Adlof Memorials, Braswell's Flower Gardens, Arrowhead Park, Mayan Ranch, LH7 Ranch, Yellowjacket Cafe.

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Salt Lake City 1, Utah
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Radio Dir.....Victor V. Bell
Asst. Radio Dir.....Robert F. Rohlfing
Copy Writer.....Mary Lou Clawson
Secretary.....Enid Nelson

Radio Accounts—American Packing & Provision, Chase, Jesse M. Cloverleaf Milk, Colville Ice Cream, Excelcis Beauty Products Co., Fisher Brewing Co., First Federal Savings & Loan Association, Montana Cereal Company, Mountain Fuel Supply Co., Ogden First Federal Savings & Loan Ass'n, Porter Macaroni Company, Royal Baking Company, Salt Lake City—Chamber of Commerce, Salt Lake Hardware Company, Streator Chevrolet Company, Superior Foods, Inc., Sweet Candy Company, Troy Laundry & Dry Cleaning, Union Pacific Railroad Co., Utah Centennial Commission Utah Finance Company, Utah Oil Refining Company, Utah Power & Light Company, Walker Bank & Trust Co., War Assets Administration, Western Colorado Power Co.

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Art Director.....C. S. Heizer
Traffic Manager.....Louise Ludke

Branch Offices

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Manager.....Robert O. Davis

32 E. 57th St., New York 22, N. Y.
Phone PLaza 5-2887
Manager.....Richard Ney

Radio Accounts — Ralphs Grocery Co., Austin Studios, Tropical Preserving Co., Bu-Tay Products, Ltd., Miller Honey, Chip Steak Company, Bluhill Foods, Inc., Huggins-Young Coffee Co.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids 2, Mich.
Phone 8-1848
Owner & Operator.....Francis K. Glew

Radio Account—Valley City Milling Co.

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36 State St., Albany 7, N. Y.
Phone 5-8864-5
ABP—APA—PANY

President.....Harry L. Goldman
Vice-President.....Eleanor Chatham Walter
Sec. & Radio Dir.....Louise Benay

Radio Accounts—John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., Roxy Cleaners & Dyers, Stone's Liquor Dist., Albany Garage Co., & Appliance Dist., Drive-In Auto Theaters, Green's Stationers, Standards Furniture Co. (Kingston-Troy).

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Phone Superior 6746
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Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Manager.....J. A. Joice
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Radio Accounts — Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc.

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2 West 46th St., New York 19, N. Y.
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Radio Accounts — Hartley's Marmalade, Lutheran Hour, Handee Prod., Kruschen Salts.

GRAHAM GLADWIN

1166 Haight St., San Francisco 11, Calif.
Phone Klondike 2-1219

Owner & Radio Dir.....Graham Gladwin
Writer.....Mabel Gladwin

Radio Accounts—Fred Benioff, Phillips Already Flour, Mission Carpet & Furn., Dependable Mattress, Pastene's Restaurant, San Francisco Glass, Alhambra Candy Co., Allied Sales Co., Associated Bedding, Pacific Coast Brands, Mar-Bud Food Products, Les Vogel Chevrolet.

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Phone PLaza 3-9533
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Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Director.....Sidney Sawyer
Radio Dept.....Julian P. Brodie

Radio Accounts—Pieter deWitt, Inc., The Viking Press, The New School.

GREY ADVERTISING AGENCY, INC.

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ABP—ANPA—PPA—NOAB—APA—AAAA

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Executive Vice-President.....Arthur C. Fatt
Radio-Tele Dir.....Richard Marvin
Time Video Buyer.....Harriet Belille

Radio Accounts—Dif Corp., Lambert Bros., Doughnut Corp., Van Heusen, Simplicity, Tussy, Hat Research Foundation, Hollanderizing Corp., A. Hollander & Son, Inc., Kreisler Jewelry, Consolidated Razor Blade Co., Grolier Society, Inc., B. V. D. Corporation, Mojud Hosiery, Ohrbachs, Macy's, National Silver Co., Foster-Grant, Breitenbach, Pilot Radio Corporation, Gruen Watch Company, Mennen Company, Bernard Ulmann, Schnefel, Shwayder.

Television—B. V. D. Corp., Hat Research Foundation, Gruen Watch Co., Lambert Bros. Jewelry Co.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484
AAAA—ANPA—PPA—APA—APB—NOAB
ABC

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Radio Director.....Earl R. Preble

Radio Accounts—Fleetwing Corp., B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADVERTISING AGENCY, INC.

11 Asylum St., Hartford 3, Conn.
Phone 7-7179
ABP—NAAN

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Sec. & Radio Dir.....Erwin B. Needles
Production Manager.....Noel Bryce
Copy Chief.....Paul Spencer

GUILFORD ADVERTISING AGENCY

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ANPA

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

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19 East 53rd St., New York, N. Y.
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Branch Office
206 S. Spring St., Los Angeles, Calif.

M. H. HACKETT CO.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950
ABP — ANPA — PPA — NOAB
Montague H. Hackett

Time Buyer.....Aida Stearns

Radio Accounts—Chatham Mfg. Co., Allied Plastics, Brewer's Best Assoc. Inc., Corday Parfum.

JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.
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Partners.....John L. Halpin, Marion G. Halpin

Radio Accounts—Chas. Freihoffer Baking Co., Jonathan Levi Co., Wallace Co.

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Phone Main 2073-4
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Radio Accounts—Gulf Oil Corp., Sears, Roebuck & Co., Haxton Foods, Inc., Blue Boy Dairy, Bickford Bros. Co., Hallman Central Chevrolet, Boller-Clark, Inc., Levis Music Stores, Genesee Valley Trust Co., Security Trust Co., Eber Bros. Co., Wegmans Supermarkets, Wolk Brothers Co., Inc., Crouch & Beahan Co., Hart & Vick Seed Co., Standard Brewing Co., J. H. Rae Oil Co., Inc., F. Cappellino & Sons, B. Forman Co., Crescent-Puritan Laundry, Henry Siebert & Sons, Anderson Beverage Co., Veteran Foods, Inc., Blue Bus Lines, Conti Packing Co., Gioia Macaroni Co., Genesee-Monroe Racing Assoc., Genesee Conservation League.

GEORGE H. HARTMAN CO.

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Phone State 0055
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Radio Director.....Thomas Kivlan

Radio Accounts—M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

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295 Madison Ave., New York 17, N. Y.
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Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones
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Radio Accounts—Ballard & Ballard Co., Inc., Skelly Oil Co., The Perfect Circle Companies, F. A. Amend Co., Carolene Products Co., John Morrell & Co., The Sherwin-Williams Co. (Weed-No-More).

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Treasurer.....Robert Clark
Mgr. Radio Dept.....Edward H. Pearson

Branch Offices
1510 19th St., N. W., Washington 6, D. C.

Phone Columbia 8459
Manager.....Day Thorpe
506 Bukley Bldg., Cleveland 15, O.
Phone Superior 5214
Manager.....A. E. Smith
Radio Accounts—Meritt Chemical Co., U. S. Army, Second Area.

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420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-9135
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Radio Dir.....Peter A. Krug
Radio Accounts—Lewyt Corp., Waverly Products (Steam-O-Matic irons) Home Decorators, Inc. (State House Sterling).

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V.-P. & Radio Director....L. B. Van Doren
Vice-President.....A. W. Humm
Radio Time Buyer.....Kathryn Shanahan
Branch Office
Los Angeles, Calif.
Radio Accounts—Richfield Oil Corp. of N. Y., Sinclair Refining Co., Garfield Tea Co.

WILLIAM F. HOLLAND AGENCY

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Phone MAin 3450
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Manager.....D. E. Holland
Production.....E. L. Holland
Research.....B. J. Tiemeyer
Copy Chief.....R. Bader
Sales Mgr.....W. F. Holland
Radio Dir.....Robert Kappes

ROBERT HOLLEY AND COMPANY, INC.

RKO Bldg., Rockefeller Center, New York 20, N. Y.
Phone CIrcle 7-3822
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Secretary.....Suzanne Hanson
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Television Dir.....W. P. Smith
Branch Office
15 Lewis Street, Hartford, Conn.
Phone 5-6066
Vice-President.....F. A. Whipple
Radio Accounts — B. C. Remedy Co., Charles Gulden, Inc., Burnham & Morrill, J. A. Wright & Co. (Silver Polish), Monticello Drug Co., A. C. Gilbert Co.

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Phone Liberty 4714
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V.P., Acct. Exec. & Copy Chief
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V.P. & Acct. Exec.....John H. McCullough
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Frank S. Christian
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Marjory Hall
Dir. of Radio & V.P. (N. Y.)..Wm. H. Eynon
Asst. Dir of Radio (Boston).....Sally Larkin
Radio Prod. Mgr. (N. Y.).Walton Butterfield
Branch Offices
595 Madison Ave., New York, N. Y.
Phone EL 5 1270
V.P. & Mgr.....Ned Smith
Radio Accounts — The First Church of Christ, Scientist, The Christian Science Monitor, National Packing Corporation, R. H. Stearns Company, Monument Mills, Conant Realty Trust (North Shore Center).

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Phone Radcliff 1900

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8169 Sunset Blvd.
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Phone Cr 6 9946

Radio Accounts—Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Scranton's.

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155 No. Clark St., Chicago 1, Ill.
Phone Randolph 2324

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Time Buyer.....G. I. Cohen

Radio Accounts—Aviation School Supply Co., Ace Window Screen Co., Clark Industries, Dresden Sales Co., Furriers Inc., Interstate Distributors, Libby' Furniture & Appliance Co., Martin Jewelers, Modern Merchandisers, Pollack & Neelson Superior Table Pad Co., Union Life Insurance Co., United Enterprises, Walton Motors Inc., International Events, North Town Currency Exchange, Balaban Floor Covering Co., Kent Jewelers.

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Copy Chief.....Norman L. Hope
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Phone FAirfax 7365
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Director (Radio Dept.) .C. M. Robertson, Jr.
Asst. Dir. (Radio Dept) .Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York City
Phone WIsconsin 7-5500
Manager.....Harry E. Warren

Radio Accounts—Bavarian Brewing Co., The Carter Coal Co., Cincinnati Street Railway Co., Kroger Co., Cincy Products Co., Miami Margarine Co., Netherland Plaza Hotel, Martin Rosenberg Wall Paper Co., Ten-B-Low Co., Heekin Co., M. Werk Co.

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Treas. & Media Dir.....Richard A. Jacobs
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Research & Pub. Rel.....Adele Cohen
Copy.....David Epstein
Merchandising.....Henry Levine, M. P. Bryer, R. Friedman, A. Jacobs.
Director (Radio Dept.).....S. Rubenstein
Talent Buyer (Radio Dept.).....M. Keilson
Script (Radio. Dept.).....J. I. Freedman

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Manager of Media.....Walter Kniffen
Radio Director.....James H. West

Radio Accounts—Procter & Gamble Co., (American Family Flakes), International Milling Co. (Robin Hood Flour), F. Ad. Richter Co. (Pain-Expeller).

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9 Rockefeller Plaza, New York 20, N. Y.
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Radio Director (New York)....H. K. Kahn

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Homer Bldg., Washington 5, D. C.
Phone District 7400-1-3

ANPA—APA—ABP—NAAN

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Partner-Creative Dir....William F. Sigmund
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Time Buyer.....Jeffery A. Abel

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Dir. of Media Continuity Writers
Nat C. Wildman, H. E. Hudgins, Alvan R. Sommerfield, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens.

Branch Offices
8 South St., Baltimore 2, Md.
Phone Lexington 1500

Manager.....C. M. Harrison
Dir. of Radio & Tele.....Robert G. Swan
Media Dir.....J. T. McHugh

Radio Accounts—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.

Television Accounts—American Oil Co., Globe Brewing Co., The Hub, Maryland Pharmaceutical Co.

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090

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Radio Accounts — Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

RAYMOND KEANE ADVERTISING AGENCY

1441 Welton St., Denver 2, Colo.
Phone Main 6201

Partner-Mgr.....Harold E. Niemann
Vice-President.....Robert M. Koenig
Copy Chief & Time Buyer..Miss Jerry James

Branch Office
Affiliated with:
Raymond Keane Advertising Inc.
707 S. Broadway, Los Angeles 14, Calif.
President.....Raymond Keane

Radio Accounts — American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone Riley 1476

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Media Manager.....Mrs. Mary C. Dill

Radio Accounts — Hastings Manufacturing Co., The Casite Corp., Wilson Milk Co., Inc.

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone Garfield 0777

PPA—APA—SNPA

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Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.

Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly

Radio Account—Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

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Publicity Dir.....Hal Davis
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Branch Offices

Equitable Bldg., Hollywood, Calif.
Phone Hillside 8368

Chg. of Hollywood Office....Clare Olmstead
Manager Hollywood.....Jesse Butcher

Penobscot Building, Detroit, Mich.
Phone Cadillac 3608

Chg. of Detroit.....Ian Smith

135 S. LaSalle St., Chicago, Ill.
Phone Randolph 6470

304 Bay St., Toronto, Canada
Manager.....William J. Frost

Radio Accounts — The Borden Co., Ford Motor Co., Chesapeake & Ohio, Richard Hudnut Sales Co., Inc., The Kellogg Co., Reichhold Chemicals, Inc., Wesson Oil and Snowdrift Sales Co., Inc., American Maize Products, Look Magazine, White Rock Corp., Stetson.

Television Account—The Borden Co.

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9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025

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Acct. Execs.....Edward Chase, J. Fred Cross, Wm. Hines.
Time Buyer (Radio Dept.)....E. Thompson
Executive (Radio Dept.).....Samm S. Baker
Radio & Tel Pro. (Radio Dept.)
Edward Chase

Radio Accounts—Bathasweet Corp., Royal Lace Paper Corp., Flexnit, V. La Rosa & Sons, Stern's Nurseries, Ludwig Baumann, Abraham & Straus, Tudor Chemical Specialties, Glad-Rag Products Corp.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600

AAAA—NOAB—ANPA—PPA

President.....Abbott Kimball
Vice-Presidents.....Harry Muller, G. F. Riegel.
Controller.....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Phone Franklin 0673

Manager.....Howard Claypoole

1004 Baltimore, Kansas City, Mo.
Phone Victor 1950

Manager.....David B. Mindlin

649 S. Olive St., Los Angeles 14, Calif.
Phone Trinity 7575

Manager.....Blaisdell Gates

155 Sansome St., San Francisco 4, Calif.
Phone Exbrook 3288

Manager.....Frances Keith

Radio Accounts — Mark Cross, Northam Warren (Peggy Sage), Volupte Inc., Artra Cosmetics Inc. (Artra Cream Shampoo) (Imra)), Union Pharmaceutical Co. (Saraka).

KIRCHER, HELTON & COLLETT, INC.

Mutual Home Bldg., Dayton 2, Ohio
Phone Fulton 5161

PPA—ABP—ANPA—AAAA—APA

President.....R. C. Kircher
Treasurer.....C. B. Helton
Secretary.....Robert Collett
Art Director.....Wm. Kinzer
Radio-Tele. Dir.....Frank O'Neil

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone CIrcle 6-3660

President-Radio Account Exec..A. A. Klinger
Sec., Treas. & Acct. Exec.....Ethel Zablow

Radio Accounts — Madison Long Island Personal Loan Co., Bill Williams, Embassy Motors, Walter Bart Inc., News Flash Photo Service, Copacabana.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone, SUtter 6110

AAAA—APA—ABP

President.....James C. Knollin
Art Director.....Norman Erickson
Space Buyer.....H. W. Hansen
Radio Dir.....Wm. J. Green
Account Executives.....Robert H. Knollin, Thomas J. McNamara, John L. Hansen.

Branch Office
650 S. Grand Ave., Los Angeles 14, Cal.
Phone, VAndike 4057
Manager.....Wm. A. Dunkle

KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-President.....John R. Landan

Branch Office
524 Guardian Bldg., Cleveland 14, Ohio
Phone Cherry 1539
Vice-Pres. & Sec.....A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343

ANPA—SNPA—NOAB—APA—NAAN—ABP

President.....Ernest Lee
Vice-President.....Marshall J. Smith
Secretary.....Homer Gentry
Radio Dept.....Homer Gentry, J. P. Tucker, Edmunds McGehee

Radio Accounts—Dixie Margarine (Southern Div.), Goldcrest Beer, Mid-South Fair, Ozburn-Abston & Co., Inc.

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200

NOAB—ABC—AAAA—ANPA—PPA—ABP
APA—BMB

President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens, Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.
Director of Radio.....Myron P. Kirk
Business Manager.....Gordon H. Mills
Radio & Tele Producer.....Wm. Templeton
Time Buyer.....Mary King

Branch Offices
681 Market St., Room 754
San Francisco, Calif.
Phone Garfield 5433
Executive in Charge.....Jack Hornell
1370 Kapiolani Blvd., Honolulu 42, T. H.
Holst & Cummings, Ltd.
New Center Bldg., Detroit, Mich.
Phone Madison 5315
Executive in Charge.....Edward Shipper
Albee Bldg., Washington, D. C.
Phone National 5506
Executive in Charge.....Frank Getty
Taft Bldg., 1680 N. Vine St.
Hollywood 28, Calif.
Phone Hillside 7209
Manager.....Edmund Cashman

Radio Accounts—Network: General Motors; Local: Benson & Hedges; National Spot: U. S. Tobacco, Texaco Co.

J. R. KUPSICK ADV. AGENCY, INC.

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 5-9143

ANPA—ABP—ABC

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Space Buyer.....Edna Zimmerman

Radio Account—Cascade Laundry.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone SUPerior 7940

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Sec. & Treas.....C. D. Kuttner
Account Executives.....S. C. Kuttner, E. A. Grossfeld, Mae McCain, A. S. Hecht, Jr., J. H. Stein, L. C. Rolontz
Radio Director.....Larry Kurtze
Media Dir. & Time Buyer..Edward M. Stern
Promotional Director....Robert Schoenbrod

Radio Accounts—Baer Bros. & Prodie, Crest Specialty Co., Kent Products Co., Royal Metal Mfg. Co., Capitol Dairy Co., Finders Mfg. Co., National Superior Fur Dressing & Dyeing Corp., Shainberg Dry Goods Co., Chicago Terminal National Bank, Holleb & Co., Pacific Wine Co.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571
APA—ANPA—SNPA

President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Production Manager.....M. Parker
Pub. & Public Relations.....Al Copley

Radio Accounts—Plough, Inc., The Piso Co., Pantaze Drug Stores.

LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V. P. General Manager.....Frank W. Mace

Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone CL 7260
ABP—NOAB—APA—PPA—ANPA—ABC

President.....A. Wm. Landsheft
Secretary-Treasurer.....Vera H. Landsheft
Acct. Execs.....Henry L. Barber, John J. Foy.
Production Manager.....E. T. Drullard
Radio Dir.....Henry L. Barber

Radio Accounts—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceterias.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
AAAA—ANPA—PPA—NOAB—APA—ABP

President.....H. Jack Lang
Vice-President-Secretary.....A. B. Fisher
Vice-President-Treasurer..Fred P. Stashower
Vice-Presidents.....Richard P. Dodds, Martin J. Cohn
Radio Director.....A. B. Fisher
Asst. Radio Director.....Peggy L. Masse

Radio Accounts—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Temperature Equip. Corp., Texas Co., Sears, Roebuck & Co., Yellow Cab Co.

LA ROCHE & ELLIS, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
ANPA—PPA—APA

Pres. & Treas.....C. J. LaRoche
Gen. Mgr. & V.P. Chg. Research D. E. Robinson
Vice-Pres.....E. S. Pratt
Vice-Pres. Chg. Copy.....Crane Haussamen
Vice-Pres. Chg. Art.....Gene Davis
Vice-Pres. Chg. Radio-Tele....W. R. Stuhler
Research Manager.....Crawford Paton
Secretary.....Edwin F. Blair
Production Manager.....A. G. Loomis
Media Director.....R. B. Healy
Art Directors.....Caesar Ferri, Folke B. Lidbeck.
Copy Supervisor.....John H. Baxter
Asst. Treas.....Barbara P. Fischer
Asst. Sec.....Regina E. Hands

Branch Office
141 W. Jackson Blvd., Chicago 4, Ill.
Phone Harrison 8612

V.P. & Mgr.....John F. Price

Radio Accounts—Quaker Oats (Network & Spot), New England Confectionery Co., Olympic Radio, Zimba Kola.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738
APA—ANPA—PPA

President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie
Art Director.....H. Bolling

Radio Accounts—Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 6-1500
NOAB—ANPA—PPA—APA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents.....G. W. Wolfsten, P. Brown.
Account Executives.....T. A. Ballantyne, J. Jensen.
Space Buyer.....Edith Righter
Radio-Tele Director.....S. Carl Mark
Asst. Radio Director.....G. W. Wolfsten, Jr.
Radio Copy Chief.....N. D. Bruere

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone VA 6-4340

Vice-Presidents.....R. J. Herts, M. S. Gladstone, R. J. Misch.

435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Television Account—A. Goodman & Sons, Inc.

LEIGHTON & NELSON

619 State St., Schenectady 7, N. Y.
Phone 6-4202
ABP — PPA — ANPA

Partners .....Winslow P. Leighton and George R. Nelson

Radio Director.....George R. Nelson
Copy Director.....Bob Cragin
Radio Assistant.....Cecil Woodland
Time Buyer.....Anne Pratt
Radio Producer.....R. S. Cragin
Television Producer.....G. R. Nelson

Radio Accounts — Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Industrial Bank of Schnectady.

LENNEN & MITCHELL, INC.

17 E. 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170

ANPA—AAAA—PPA—NOAB

Chairman of Board.....P. W. Lennen
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1st Vice-Pres.....Mann Holiner
Exec. Vice-Pres. Chg Creative Prod.
Louis W. Thomas
Treas. & Controller.....Barron R. Proctor
Vice-Pres. & Sec.....Reginald T. Townsend
Vice-Presidents.....Walter Swertfager, Gordon Gates.
Vice-Pres. Chg. Art.....Hans Sauer
Vice-Pres. Chg. Prod.....Michael J. Madar
Vice-Pres. Chg. Research...Todd B. Franklin
Vice-Pres Chg. Media...Catherine V. Parker
Radio Copy Chief.....Peter Keveson
Space Buyer.....Arthur H. Ude
Art Consultant.....Clark Agnew
Art Directors.....John De Nero, Sanford Gerard, Robert Ridiman, Lucille Lupke.
Art Dept. Mgr.....Frank Farrell
New York Radio Dept. Mgr.
Thomas P. Doughten
Service Dept. Mgr.....Myles E. Baker
Radio Time Buyer.....Frank Daniel

Branch Office

308 N Rodeo Drive, Beverly Hills, Cal.
Phone Crestview 1-7221
1st Vice-Pres Chg. of Radio...Mann Holiner

Radio Accounts—American Car and Foundry, William Cagney Prods., Inc., Calvert Distillers Corp., Carstairs Distilling Co., Inc., Colgate - Palmolive - Peet Co. (Lustre - Creme Shampoo), Dorothy Gray, Ltd., Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeco Tooth Paste & Powder), P. Lorillard Co. (Old Gold Cigarettes, Beech-Nut Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Jacob Ruppert (Beer & Ale), Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil, Veedol Tractor Oil).

TED LEVY ADVERTISING AGENCY

206 Temple Court Bldg., Denver 2, Colorado
Phone Main 7133

ABP—ANPA—APA—PPA

Partners-Time Buyers.....Ted Levy, Gertrude B. Levy
Dir. Radio Dept.....Barbara Aiton
Asst. Dir. Radio Dept.....E. Van Cleave
Account Executives.....Dorothy Downs, Ted Levy, G. B. Levy
Production Mgr.....William Robertson
Art Director.....Jack Scott
Traffic Mgr.....Sophie Johnson

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin, S. M. Weiss
Vice-President.....Max Green
Art Directors.....Don Waterbury, Leslie Kay.
Asst. Art Director.....Ed Almgren
Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Radio-Tele Director.....Joe Lay
Account Executives.....Louis Sobolof, Archie Foster, Maurice Marks, Ray Kennedy, Jim Elleks.

New Jersey Branch

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244
Vice-President.....Leonard Newsteader
Account Executives.....Sheldon Burlow, David Strauss, III.

Radio Accounts — National Spot: Harvel Watches, June Dairy Products Co., Doggett Pfeil Co., Clearweave Stores, True Tone Hosiery, Colonial House, Powers Inc. (Candy). Gregor Chocolate Shops, Cook & Dunn (Paints), Farber Bros., Fed - Flack (Cameras).

Television Accounts—Powers Retail Stores, Norma Pencils.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis 2, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb, Harvey Kruse, J. A. Quint, Arthur Grove, Don Johnson

Radio Account—Minneapolis-Honeywell.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Georgia
Phone Cypress 6521
AAAA—ABP—NOAB—ANPA—APA
ABC—BMB—SNPA

Partners.....W. W. Neal, C. K. Liller, J. L. Battle.
Time Buyer.....Sarah Williams

Radio Accounts — Allied Drug Products, Ashley Stove Works, Castleberry's Foods, Brock Candy Co, Colonial Stores, Inc., H. W. Lay & Co., Bank of Georgia, National Nu-Grape Co.

LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco 4, Calif.
Phone Sutter 7340
AAAA—ABP—ANPA—PPA—NOAB—APA

General Partner.....W. C. Day
Time Buyer.....Z. Samson

Branch Office
37 Wall St., New York 5, N. Y.
HAnover 2-0740

General Partner-Mgr.....E. B. Krough
Time Buyer.....M. Meighan

Radio Accounts — Colgate-Palmolive-Peet (Peet's Granulated Soap), Haas Bros., Morris Plan of California, Wells Fargo Bank & Union Trust Co., California & Hawaiian Sugar Refining Co.

LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-8800
ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Vice-Presidents.....Robert S. Hotz, Harvey N. Volkmar
Treasurer.....John J. Hagan
Art Director.....M. H. Kates
Production Manager.....William T. Kaleb

Radio Dept.

Time Buyer.....John J. Hagan
Radio Director-Producer.....Robert S. Hotz

LOCKWOOD - SHACKLEFORD ADVERTISING AGENCY

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801
ANPA—NOAB—APA—ABP—PPA

President.....R. N. Shackleford
Secretary-Treasurer.....R. N. Lockwood
Vice-President.....Louis Lombardi
Radio Director.....Lou Holzer
Television Producer.....Lou Holzer

Branch Offices
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131

Radio Director.....Lou Holzer

75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883

Manager.....R. B. Newell

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Manager.....R. T. O'Connell

Radio Accounts—Los Angeles Brewing Co., Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
Phone Trinity 8194
ANPA—AAAA—PPA—APA—ABP

Owner.....Dudley L. Logan
Art Director.....Lloyd Morris
Space Buyer.....Jack Waterman

THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB—ABP

Chairman of Board.....W. E. Long
President.....L. R. Wolfe
Secretary.....Mildred Aldrich

Radio Accounts—Agency is a specialist in wholesale baker advertising, also "1996" service for radio stations.

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888
ANPA—ABP—PPA—APA—AAAA

President & Treasurer.....Earle Ludgin
Partners.....V. R. Bliss, J. H. Caro, Montgomery N. McKinney, Edward Ernstein.
Radio Director.....V. R. Bliss

LYNN-FIELDHOUSE

15 So. Franklin St., Wilkes-Barre, Pa.
Phone 2-7182
ABP—NOAB—ANPA

Partners.....S. C. B. Lynn
L. S. Fieldhouse
Radio & Media Dir.....W. B. Pritchard

Radio Accounts—Carr-Consolidated Biscuit Co., Grange League Federation.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
V.P. & Gen. Mgr.....Allen B. Dicus
Vice-President.....M. A. Jennings
Secty-Treas.....L. Peters
Media Director.....M. C. Drake
Time Buyer.....M. Rose Berry

Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
CIrcle 6-2890
Exec. V.P.....A. E. Aveyard
Gen. Mgr.....George MacGovern
Radio Accounts—Network: Nat'l Board of Fire Underwriters; National Spot: Zenith Radio Corp.

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—ABC
President.....J. A. MacLaren
Vice-Presidents.....E. V. Rechnitzer, James Ferres
Vice-President-Treasurer.....I. E. Reynolds
Director.....W. G. Abel
Radio Dept.....C. M. Pasmore, M. Rosenfeld, F. H. Horler, V. D. L. Dyer, Gail Ferriss, Faye Morrison, Kay Dale.

Branch Offices
410 Dominion Square Bldg.
Montreal, Que., Canada
Phone Plateau 9556
Manager.....E. P. Gill
911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 9-6321
Manager.....E. P. Thompson
301 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268
Manager.....W. D. M. Patterson
18 Rideau St., Ottawa, Ont., Can.
Phone 5-4301
Manager.....W. F. Harrison
Radio Accounts—Adam Hats (Canada) Ltd., Bulova Watch Co., Canadian General Electric, Christie-Brown Ltd., Dalglish Chemicals Ltd., Dalglish (Qubec) Ltd., Dept. of National Defence (Army, Navy, Air Force), Imperial Varnish & Color Co., Imperial Oil Ltd., (Hockey and Baseball) S. F. Lawrason & Co., O'Cedar Co., of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Sutcliffe & Bingham of Canada, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Shefford-Ingersoll Cheese, Dow Brewery Ltd., Dominion Fur Auction Sales, Intercontinental Packers Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Ltd., Palmer's Ltd.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000
AAAA—ANPA—PPA—ABP—NOAB
APA—BMB—ABC
President.....H. K. McCann
Chairman of Exec. Comm..Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York Office.....L. S. Briggs
Vice-Presidents (N.Y.)....Harrison Atwood, R. M. Alderman, J. L. Deane, L. E. Firth, Edward B. Graham, Marion Harper, Jr., C. A. Hoppock, Daniel W. Keefe, Howard Korman, Myron Lechner, W. E. McKeachie, H. A. Mitchell, C. A. Posey, John H. Tinker, Jr., R. E Thompson, E. F. Wilson, W. H. Conine, G. B. Dearnley, Earl C. Donegan, Arthur J. Kemp
Vice-Pres & Treas.....John L. Anderson
Vice-President in charge of Research, Marion Harper, Jr.

(*Radio Executives*)
Vice-President in charge of Radio. Lloyd O. Coulter
Executive Assistant to L. O. Coulter, Lawson Paynter
Vice-President in charge of Programs, Russ Johnston
Senior Producers.....Dorothy B. McCann, Neil Reagan, Glan Heisch
Director of Time Buying and Station Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy
Director of Tele.....Lee Cooley

Branch Offices
Chicago Office
318 South Michigan Ave., Chicago 4, Ill.
Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents.....Walter C. Krause, A. W. Sherer, H. G. Smith, Sidney A. Wels.
Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager.....A. A. Sommer
Detroit Office
3456 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9792
Vice-Pres. & Mgr.....Frank Townsend
Hollywood Office
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hillside 8268
Manager .....August Bruhn
Production Dir.....Neil Reagan
Los Angeles Office
448 South Hill Street, Los Angeles 13, Calif.
Phone Mutual 1181
Vice-President-Manager.....Burt Cochran
Minneapolis Office
1100 Builders Exchange,
Minneapolis 2, Minn.
Phone Bridgeport 6801
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie, John Pidgeon, George Sparling.

San Francisco Office
114 Sansome St., San Francisco 4, Calif.
Phone Douglas 5560

Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach, Roswell Cochran, Clarence Hestorff, F. H. McCrea, Robbins Milbank, C. F. Ohliger, C. E. Persons.

Portland Office
1103 Public Service Bldg., Portland 4, Ore.
Phone Atwater 4305

Manager.....Harry Burton

Boston Office
31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468

Vice-President-Manager Watson M. Gordon

Radio Accounts — New York: Bosco Co., Chesebrough Mfg. Co., Columbia Records, Inc., Consolidated Edison Co., Daggett & Ramsdell, National Biscuit Co., Pacific Coast Borax Co., Stanco Inc., Westinghouse Electric Corp.; Boston: John Hancock Mutual Life Insurance Co.; Chicago: International Harvester Co., Maytag Co., Milk Foundation, Inc., Standard Oil Co. of Indiana, Swift & Co. (Brookfield Division); Cleveland: Interstate Creamery Co., Leisy Brewing Co., National City Bank of Cleveland, Ohio Bell Telephone, Perfection Stove Co., Richman Bros. Co., Standard Oil Co. of Ohio; Detroit: Tivoli Brewing Co.; Los Angeles: Broadway Dept. Stores, Seaboard Mills, Inc., Soil-Off Manufacturing Co., Southern California Gas Co., Southern Counties Gas Co.; Minneapolis: Gluek Brewing Co., Pillsbury Mills, Inc., Twin City Federal Savings & Loan Association; Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.. San Francisco: Associated Dental Supply Co., Avoset Co., California Packing Corp., California Walnut Growers Assn., Coldstream Products Co., Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Hale Bros. Stores, Inc., Macey's, San Francisco Baseball Club, Inc., Seaboard Mills, The S.O.S. Co., Rice Growers Assn. of California.

R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323
ANPA—SNPA—PPA

President & Space Buyer....R. E. McCarthy
Secretary.....M. C. Benito
Treas & Prod. Mgr.....Louis Benito
Art Director.....E. C. Sandbeck

Radio Accounts—Babcock Furniture, Borden's Dairy, Foley Lumber Company, Las Novedades Restaurant, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY

217 E. 7th Ave., Amarillo, Tex.
NOAB—ANPA—APA—SNPA
Phone 5333

Owner-Manager.....Jas. L. McCormick
Account Exec.....John R. Forkner
Account Exec.....Alfred C. Kipp
Art Director.....Alfred M. Gibbons
Production Mgr.....Harry S. Klein
Media Dir., Space Buyer, Radio Dir.
John R. Forkner
Research Dir., Talent & Time Buyer
Alfred C. Kipp

Radio Accounts—Shamrock Oil & Gas Corp., The Cosmopolitan, Inc., Amarillo Gas Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737
ANPA—PPA—APA

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Time Buyer.....Evelyn Walmsley
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby

Branch Office
30 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-2058
715 Equitable Bldg., Hollywood 28, Calif.
Phone Hollywood 8363

Radio Accounts—Southern Dairies, Breyer Ice Cream Company, Quaker City Choc. & Conf. Co., Inc., Philadelphia & Reading Coal and Iron Co., Pratt Food Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192
ANPA—CDNA—CWNA—CNN & PA—ABC

President.....James M. Baxter
Radio Director.....E. W. Brodie
Secretary-Treasurer.....J. W. Thain

Branch Offices
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

Manager.....James M. Baxter

Paris Bldg., Winnipeg, Man., Canada
Phone 93-491

Manager.....A. A. Brown

514 Province Bldg.,
Vancouver, B. C., Canada
Phone Marine 3248

Manager.....H. S. Watson

376 Strand, W. C. 2, London, England

Manager.....Ian Wallace

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone 7197-8
ANPA—ABP—APA—NAAN—PPA—NOAB

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary .....Olga Rummel
Radio Accounts—Keystone Steel & Wire Co., Schultz, Baujan & Co.

MAKELIM ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
Phone RAndolph 7081
ANPA—APA—ABP—PPA
Pres. & Treas.....Hal R. Makelim
V.P. & Chm. Plans Board....Edwin B. Self
Asst. Treas.....Lillian Nelson
Sec., Asst. Time & Space Buyer
M. C. Newman
General Manager.....Robert E. Moore
V.P., Art Dir. & Prod Mgr...Edwin M. Duzan
Asst. Space Buyer.....Dorothy Armentout
Acct. Execs.....Hal R. Makelim, Robert E. Moore, Edwin B. Self, John Paul Andrews, B. Harold Miller.

Branch Offices
20 Cortlandt St., New York 7, N. Y.
Phone COrtlandt 7-3813
Pres. & Treas.....Hal R. Makelim
Vice-President.....B. Harold Miller
9176 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 6-3103
Pres. & Treas.....Hal R. Makelim
Vice—President.....Edwin B. Self
Vice-President.....John Paul Andrews
Art Dir. & Prod. Mgr.....Bernard Brody
Radio Accounts—Andersen's Ready to Serve Frozen Foods, Bev Company of America, The, Butcher Shop Foods, Conlon-Moore Corp., Communi Sound, Inc., DeLuxe Record Co., Fox De Luxe Brewing Co., Florsheim Shoe Company, French Kitchen Foods Co., Gum Laboratories, Inc., Kannengiesser & Co., Knott's Berry Place, Memo Products, Inc., Sutho Suds, Inc., Towsley Soap Corp., Walsh Laboratories, Inc.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
Phone Randolph 7942
ABP—ANPA—PPA—APA
Owner-Chief Account Executive
Arthur M. Holland
Account Executives.... ..H. A. Barkun, M. G. Holland, Paul Allen, Allan R. Sweetow, Ruth Hudson
Copy Chief (Tele).....Ruth Hudson
Chief Exec (Tele).....Arthur Holland

Branch Office
525 Walnut, Louisville, Ky.
Radio Accounts—Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Clinton Watches, Legion Ice Cream, Chicago Sun-Times, Newart Clothiers, Hollands Jewelers, Rubin's Apparel, Chicago Horse Show, Checker Cleaners, Alert Laundries, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory.
Television Accounts—Keeley Half & Half, Kass Scoreboard, Dad's Root Beer.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.
Phone Liberty 1421-2-3
ANPA—ABP—PPA—APA—NOAB
Prod. Chief & Owner.....David Malkiel
Secretary.....Martha Brest
Acct Executives.....Martin Kadis, Harry Weinbaum
Radio Dir.....Julian Malkiel
Radio Accounts—Serta-White Cross Mattress, Royal Crown Cola for Mass., Canadian Ace Ale for N. E., Richard Clothing, Kasanof Bakeries, Belmont Furniture, Old Monastery Wines, I. J. Fox Furs for N. E., Part-T-Pak Beverages, Glendale Coal Co., Lithuanian Ass'n, Freilicher Kabtzen, Joe Venuti, Steubens Restaurant, Food Fair.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619
APA
Account Executives.....D. P. Nathanson, Meyer Gold, Jean Hadley, Bruce Sielaff.
Radio Director.....D. P. Nathanson
Time Buyer.....Jean Hadley
Producers.....D. P. Nathanson, Jean Hadley
Tele Director.....D. P. Nathanson
Radio Accounts — Snyder's Drug Stores, Janney Best Paints, Pfunder's Tablets, Char-Tex.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-2022
ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Curt Peterson
Asst. to Dir.....E. J. Whitehead
Television Director.....E. J. Whitehead
Radio Accounts—Standard Oil Co. of N. J., The Esmond Mills, Inc., Metal Textile Corp.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA
President.....J. M. Mathes

Treasurer.....A. E. Cox
Secretary .....Carle Rollins
Vice-Presidents & Directors.....Lester Loh, Wilfred S. King, W. T. Okie.
Director of Radio.....John Bates
Time Buyer.....Edna Cathcart
Radio Accounts—Ludens, Inc., Canada Dry Ginger Ale & Spur, International Salt Co., Pure Foods (Herbox), American Express Co., Lorraine Compounds Inc., American Viscose Corp.

MATHISSON AND ASSOCIATES, INC.
(Formerly H. C. Mulberger, Inc.)
411 Mason St., Milwaukee 2, Wis.
Phone Daly 4090
ABP—NOAB—PPA—APA
President.....C. A. Mathisson
Vice-Pres. & Treas.....I. M. Harloff
Secretary.....Evelyn Heronymus
Copy Chief.....Edw. G. Ball
Branch Office
201 N. Wells St., Chicago, Ill.
Phone State 4199
Radio Accounts — Edwards Motor Co., Kool-Aid Bottling Co., Inc.

JOSEPH MAXFIELD COMPANY
87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7
ABP—ANPA
President.....Joseph M. Finkle
Vice-President.....Aaron M. Finkle
Treasurer.....Archie M. Finkle
Copy Chief.....Mary M. Healy
Radio Director.....Dorothy M. Taipe
Radio Accounts—Candy Mart Stores, Inc., Eclipse Food Products Corp., National Glass Co., Shiloh Bottling Co., Apex Tire, Inc., Berry Clothing Co., Eastern Scientific Co., Low Supply Co., Progress Ice Cream Co., Continental Importing Co., Cranston Loan Co., Charles T. Heilborn Shoe Co.

MAXON, INC.
2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Fitzroy 5710
ANPA—APA—PPA—ABC
NOAB—TAB—CCA
President.....Lou R. Maxon
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm,
Branch Offices
570 Lexington Ave., New York 22, N. Y.
Phone Eldorado 5-2930
Vice-President.....W. Ray Baker
919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3536
Manager.....L. J. Sholty
Radio Accounts—Gillette Safety Razor Co.

THE MAYERS COMPANY
1240 S. Main St., Los Angeles 15, Calif.
Phone PRospect 0101
NOAB—ANPA—APA—ABP—PPA
Principals.....Henry Mayers, J. R. Mayers, Arthur Mayers
Radio Director.....J. C. McCormick
Writer-Producer.....Dal Williams
Radio Accounts—Southern California Telephone Co., Rose Peanut Butter, Pennzoil Co., Hoffman Candy Co., Muller Bros., Sears, Roebuck & Co., Firestone Stores, California Bank.

MELAMED-HOBBS, INC.
400 Second Ave. So., Minneapolis 1, Minn.
Phone Bridgeport 1225
ANPA—PPA—NOAB—APA
President-Treasurer.....Louis Melamed
Vice-President.....S. E. Melamed
Secretary.....M. O. Gooder
Acct. Execs.....Ralph W. Hobbs, Lorne R. Moodie
Time Buyer.....Frank Johns
Branch Offices
E-906 First National Bank Bldg., St. Paul 1, Minn.
Phone Garfield 7662
Manager.....E. T. Holmgren
333 N. Michigan Ave., Chicago 1, Ill.
Phone State 9522
Manager.....H. C. Lewis
Radio Accounts—Chocolate Products Co., Conrad Fur Company, Griggs Cooper & Co., Hilex Company, Kuehn-Hall Company, Lan-O-Sheen, Inc., Minnesota Farm Bureau Federation, Minnesota Farm Bureau Service Co., Milk Foundation of Minnesota, Regan Bros. Company, Sanitary Food Mfg. Co.

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7860
ANPA—PPA—AAAA—ABP—NOAB
General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio-Tele.....Benj. Green
Radio Space Buyer.....Annette Kennelly
Copy Chief.....M. E. Chon
Account Executives.....John Lemmon, George Taylor, Louis Bass, R. M. Singer, Jr., Alfred P. Beacom, Jr., Marshall Kissell.
Television Producer...Kenneth L. Robinson
Branch Office
759 N. Milwaukee St., Milwaukee 2, Wis.
Phone Marquette 3144
Manager.....George Grabin
Radio Accounts—Paul F. Beich Co. (Whiz & Pecan Pete Candy Bars), Chicago National League Ball Club (Chicago Cubs), Consolidated Royal Chemical Corp. (Krank's Shave Kreem), Illinois Meat Company (Broadcast Corned Beef Hash Etc.) De Mert & Dougher-

ty ("Heet") Milwaukee Elec. & Transport Co. (City Transportation), Silberman Fur Corp. (Raw Furs) Wisconsin & Michigan SS Co. (Boat Transportation) Wm. Wrigley Jr. Co. (Chewing Gum).

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-1010
ANPA—PPA—APA—NOAB

President.....C. L. Miller
Sec. & Treas.-Radio Dir.....George Carhart

Branch Office
333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640

Manager.....I. M. Tuteur

Radio Accounts—Corn Products Refining Co., Curtis Candy Co., Gordon Baking Co., Dr. Swett's Root Beer Co.

DAN B. MINER CO.

1151 S. Bway
Los Angeles 15, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
APA—PPA—ABC

President.....Dan B. Miner
Vice-Presidents.....John C. Morse, Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeny
Account Executive....Daniel W. Layman, Jr.
Radio Director & Time Buyer.....S. Farnsworth, M. Hungerford.
Time Buyer.....Marie Mazzulla

Branch Offices

Radio Accounts — Weber's Bread, Dolly Madison Cakes, Log Cabin Breads, Dr. Ross Dog Food, Solar Aircraft Co., Storycrafter's Guild.

EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP—ANPA—PPA

President.....Emil Mogul
Executive Vice-President.Charles Rothschild
General Manager.....Lester Loeb
Secretary-Treasurer.....Helene Mogul
Copy Chief.....Myron Mahler
Research Director.....Louis M. Heyward
Production Manager.....Fred Lerro
Art Director.....Ed Batt
Media Director.....Helen Munroe
Research Director.....Motimer Spiller

Radio Accounts — Adler Shoes for Men, Alaska Chemical Corp., Barney's Clothes, Inc., Gem Oil Co., Klein Bros., Knomark Mfg. Co., Inc., Napa Valley Grape Prod., National Shoes Stores, Pauker Bros., Rock-Flint, Ronzoni Marcaroni Co., Stone-Tarlow Co., Stuarts Clothes, Wheatley Fabrics.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
PArkway 1178
PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Radio Director.....Carl Press

Radio Accounts — Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 27, Calif.
Phone Hempstead 4194
ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Vice-President.....R. C. Temple
Secretary-Treasurer.....Craig Davidson
Radio Director.....James C. Morgan
Time Buyer.....Mary Ellen Ryan

Branch Offices
Raymond R. Morgan Co.
San Francisco 5, Calif.
Phone Douglas 2-6073

Account Executive.....Porter F. Anderson

Affiliate
Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 11, Ill.
Phone Superior 6747

President.....Clyde Joice

Radio Accounts—Planters Nut & Choc. Co., J. A. Folger Co., Los Angeles Soap Co., Pacific Chemical Co., O'Brien's Candy Co., Chapman Park Hotel, Buzza-Cardozo, Pacific Cracker Company, MacIntosh Studio Clothes.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 7-7200
PPA

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Treasurer.....Orin L. Lancaster
Dir. of Media and Exec. Asst.....H. G. Selby
Mgr. Radio Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Dir. of Prod and Exec Asst...M. K. Burckett
Production Manager.....W. W. Williams
Sr. Art Director.....Claude Hurd
Group Art Director.....Elliott P. Ellis
Group Art Director....Genard J. Andreozzi
Art Studio Manager.....John V. Ryden

Account Executives.....Emory Ward, E. R. Korth, Constance Roland, H. G. Selby, M. K. Burckett

Radio Accounts—Vick Chemical Company, The Sofskin Company.

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone MUrray Hill 2-4939
PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Production Manager.....Matt Beckerman
Art Director.....Frederick H. Cassens
Space Buyer.....Alice Ross

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins
Vice-President.....James N. Brown
Vice-Pres.-Art Director....A. M. Huntington
Secretary.....Lyle B. Reigler
Media Director.....Miss L. B. Mang

Branch Office
420 Lexington Ave., New York 17, N. Y.
Phone MU 3-9140

Radio Accounts—C. A. Durr Packing Co., Inc., Hospital Plan, Inc., West End Brewing Co.

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 7-7377-8
ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James Sullivan

Radio Accounts—Ybry Perfumes, Madow's Jewelry Stores.

C. WENDEL MUENCH & CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone Whitehall 7717
ABP—ANPA—PPA

President.....C. Wendel Muench
Account Executives.....C. T. Kerrigan, M. J. Pluth, C. W. Muench.
Media Director.....Victor Fabian
Production Manager.....William G. Fisher
Copy Chief.....Robert Gingrich

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

President.....Paul Kruming
Vice-President.....Thomas W. Hughes
Treasurer.....Frank Neuhauser
Time Buyer.....Jack Donelson

Associate Offices In:
Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa, India, Chile, Sweden, New Zealand, Australia

Radio Accounts Placed—Carter Products, Inc., H. J. Heinz Co., Lambert Pro-Phy-Lac-Tic, Lever Bros. Co., Quaker Oats Co., Wm. R. Warner Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone State 5151
AAAA—ANPA—PPA—NOAB—APA—ABC—ABP

President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvyn Brorby, W. Raymond Fowler, William D. Horne, William P. Bager, William R. Kinnaird, William H. Ohle.
Vice-President, Media & Markets Otto R. Stadelman
Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyl
Radio Director, Chicago Office..Alan Wallace
Radio Manager-Producer, Hollywood Office .....Frank Pittman

Branch Office
1680 North Vine St., Hollywood 28, Calif.
Phone Granite 7186

Manager.....Frank Pittman

Radio Accounts — Kraft Food Co. (The Great Gildersleeve), S. C. Johnson & Son, Inc. (Fibber McGee and Molly), Swift & Co. (Swift's Cleanser), Wieboldt Stores, Inc. (Local), Derby Foods, Inc. (Sky King), Swift & Co., (Swift's Ice Cream—Spot).

NEFF-ROGOW, INC

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-4230

Pres. & Acct. Exec.....William Rogow
Personnel Director.....Harriet Barnett

Radio Accounts—Melville Shoe Corp., Joseph Martinson & Co., Bond Stores, Inc.

RAYMOND E. NELSON, INC.

341 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 6-5862
ABP—APA

President.....Raymond E. Nelson
Vice-President.....Robert G. Barna
Sec.-Treas.....Betty Nelson
Radio Director.....Raymond E. Nelson
Asst. Radio Dir.....Betty Nelson
Television Director.....Raymond E. Nelson
Assistant Directors.....Elaine Rose, Betty Nelson.
Script.....Ruth Oboler
Account Executive.....Henry E. Meyer

Radio Accounts—Sears, Roebuck & Co., Hanneil Foods, Inc., Dewco Tire, Teterboro School, Center School, Professional Aides Inst.

Television Accounts—Hanneil Foods, Inc., Sears, Roebuck & Co., Dewco Tire Co.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone MUrray Hill 3-4900
AAAA — ANPA — PPA — ABP — PRB — NOAB—SAAA—SNPA

Partners.....Clarence D. Newell, William Reydel, John P. Cunningham, Frank Donshea, C. S. Walsh, R. L. Strobridge, F. H. Walsh, G. S. Fowler, T. J. Maloney
Radio Director.....Blayne Butcher
Time Buyer.....Newman MsEvoy

Radio Accounts—Liggett & Myers Tobacco Co. (Chesterfields), Loose-Wiles Biscuit Co., Pepsi-Cola Co., Beech-Nut Packing Co., Economics Laboratories, Kirkman's Soap, Sherwin Williams.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155
AAAA—ANPA—ABP—NOAB—PPA

President.....Theodore A. Newhoff
Vice-Presidents.....Marx S. Kaufman, Samuel S. Strouse
Secy.-Treas.....R. M. Newhoff

NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg.,
Jacksonville 2, Fla.
Phone 5-3958
ABP—ANPA—SNPA—NOAB—FAAG—APA

President.....M. T. Newman
Executive Vice-President.....Hunter Lynde
Vice-President.....Gordon Stewart
Secretary.....Ron Sercombe
Radio Director.....Mary B. Miller
Acct. Execs.....Henry Chapman, Charles Gressle, Milton Smith

Radio Accounts—Foremost Dairies, Inc., JAX Brewing Co., Wood Chemical Co.

NORTHWEST RADIO ADV. CO.

708 American Bldg., Seattle 4, Wash

Pres. & Mgr.....Edwin A. Kraft
Asst. Mgr. .....W. L. Paul
Business Mgr.....D. R. Johnson
Auditor.....F. L. Thornhill

Radio Accounts—Gardner Nursery Co., Henry Lily Farm, Rhodius Perfumes, Unicorn Press Alaska Life, Mothers Home Life, Frederick Herrschner, Music in Color, Pacific Alaska Sales Co., Home Art Studios.

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-2-3
ANPA—PPA—NOAB—ABP—APA

Partner.....Irwin A. Olian
Vice-Presidents.....Harold A. Thomas, J. Walter Goldstein.
Copy Chief.....James Spencer
Space Buyer & Res. Dir.....James O'Neal
Art Director.....Harry Lindemann
Prod. Mgr.....Evelyn Hester
Radio Director.....Margaret Hart Nelson
Radio Time Buyer.....Dorothy J. Ayers
Radio Production.....Clair Callihan

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents.....I. J. Wagner, M. H. Bronner

1440 Broadway, New York 18, N. Y.
Phone CHickering 4-8712

V.P. & Radio Dir.....Harold Kaye

Radio Accounts—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscoglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Sealtest Products), National Waste Paper Campaign (Fifty Leading Paperboard Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

ROBERT W. ORR & ASSOC., INC.

270 Park Ave., New York 22, N. Y.
Phone PLaza 9-8050
ANPA—NOAB—PPA—ABC

President.....Robert W. Orr
Vice-Presidents.....Eldon Sullivan, Arkady Leokum, Arthur Livingston, Jacques Zuccaire
Secretary.....Martha Huhta
Treasurer.....Chauncey C. Seedorf
Radio Director.....John C. Hoagland

Branch Office
86 Sunset Blvd., Los Angeles 46, Calif
Phone Crestview 5-0104
Manager.....Richard Diggs
Radio Accounts—Woodbury Co., Jergens Co.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400
ABP—ANPA—PPA—NOAB—APA
President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television
David Hale Halpern
Vice-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin
Radio Accounts — National Brewing Co. (Baltimore), Browne Vintners, Inc.
Television Account—National Brewing.

MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250
ABP—ANPA—APA—PPA
Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Account Executive.....C. Arthur Smith
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin
Radio Accounts—Diamant's, Feld Chevrolet Company, Inter-State Moving & Stor. Co., Junge Biscuit Company, Kansas Motors, Inc., Long-Haul Laundry and Dry Cleaning Company, Meyer Sanitary Milk Co., Mid-Continent Airlines, Inc., Modern Automotive Finishers, Inc., Nourse Oil Company, Sun-Ra Frozen Foods, Inc.

OZARK ADV. AGENCY, INC.

P. O. Box 1624, Springfield, Mo.
Phone 3-4050
APA
Pres.-Time Buyer..M. Wayland Fullington
V.P.-Time Buyer.....Ralph A. Nelms
Art Director.....George Janes
Radio Accounts—Assemblies of God, Reverend Floyd Hitchcock, Old Nick's Seed Co., Pioneer Mfg. & Supply, Wilke Laboratories, Wilson Mfg. Co.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885
ABP—APA
Partners.....Helen Augsburg, Carl W. Sickler.
Account Executive.....Walter Utterback
Radio Production.....Helen Augsburg
Copy Writer.....Elizabeth Little
Radio Accounts — Jackson Furniture Co., First Federal Savings & Loan Association, Oakland Columbarium, Prudential Realty & Finance Co., Thrift Federal Savings & Loan Association.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone Eliot 1401
ANPA—AAAA—NOAB—PPA—APA
President.....Wm. H. Horsley
Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman
Radio Producer.....Peter Lyman
Branch Office
Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339
Manager.....Mrs. Ruth Foland
Radio Accounts — Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Colop Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc., Assoc. Apricot Marketers, Seattle-First National Bank, Lang & Co. (Lang's Nuts and Reliance Coffee), Cedergreen Frozen Pack Corp.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
VAnderbilt 6-0029
PPA
Pres. & Treas.....C. H. Pearson
Gen. & Prod. Mgr.....William Barker
Radio Director.....Hope M. Stewart
Radio Accounts—Cooper Razor Blade Co., Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900
ABP—ANPA—PPA—OAAA—NOAB—APA
President.....Harry Peck
V.P. & Secretary.....Harry Krawit
V.P. & Gen. Mgr.....Walter Schwartz
Vice-President.....Sanford L. Hirschberg
Director of Radio-Television
A. L. Lieberman
Radio Accounts — Beverwyck Breweries, Inc., Consolidated Tea Co., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Templetone Radio Co., Inc., Fruit of the South, I. J. Fox.
Television Account—Churchwater & Co.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500
AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—SNPA

President.....Thomas L. L. Ryan
Vice Presidents.....E. G. Sisson, Jr., G. Douglas Morris, T. C. Fisher.
Secretary.....H. C. Sutherland
Media Director.....T. C. Fisher
Time Buyer.....Mary Dunlavey
Director of Radio.....E. G. Sisson, Jr.
Mgr. of Radio Dept.....Karl W. Schullinger
Radio Producers.....Elizabeth C. Shay, William Barrett.

Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone Hollywood 5354

Radio Accounts—Centaur Division Co. of Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Dash).

R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
Phone Seneca 4880

President.....R. C. Phares
Acct. Manager.....J. A. Dusriy

Radio Accounts—Playland, Jack Miller, S. Seattle Land, White Center Com. Western Wineries, Walters Studio, Viewlands Fuel, Center Jewelers, Owen-Hampson, Arthur A. Wright, Northwest League Casimir Cleansers.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone Franklin 2122
TAAN

Partners.....William L. Phillips, Charles C. Ramsey
Account Executive.....Fred J. Volz
Radio Dir.....Bill Mesmer
Time Buyer.....Ruth B. Hale

Radio Accounts—Arden Farms Company, Tufford Motor Company, Dr. G. W. Raichart, Home Federal Savings & Loan Association, Davidson Furniture Co., Swan Shop, Valle's Restaurant, Aristocrat Venetian Blinds, Mrs. Conklings Bakery, Balboa Laundry & Dry Cleaners, The Grable Company, Mexicali Brewing Co., First National Bank, Goodbody's Ivy Chapel, Lowell Wood Company, The Dennstedt Company, Iller's Dept. Store, Willis M. Allen Company.

PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone Garfield 7268
ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA—TAAN

Owner.....Jack N. Pitluk
Time Buyer.....Stanley Nelson
Radio Director.....Rena Lynn

PORTER & ASSOCIATES

5918 Melrose Ave., Hollywood 38, Calif.

Partner Owner, Time Buyer & Adv. Sales Mgr.....Irwin T. Porter
Partner Owner, Radio Dir. Gertrude T. Porter
Account Executive.....Wallace Smith
Copy Chief.....Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433
NOAB—ANPA—PPA—APA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.....C. C. McMillan
Radio Director.....Gene Dennis

POTTS-TURNBULL ADVERTISING CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400
ANPA—PPA—APA—ABP—NAOB

President.....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary.....W. B. Stowe
Treasurer.....C. J. Effie
Radio Director.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GArfield 6490
OAAA—ABP—ANPA—PPA—APA—SNPA

President.....George L. Prater
Vice-President.....Harold R. Buschhorn
Radio & Tele. Director....Ray D. Williams
Traffic.....Marcelle Miller

Radio Accounts—Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.
Phone ATlantic 4139

Partners.....Russell Pratt, G. Norman Burk
Comptroller.....Robert Torrence
Secretary.....D. E. McCarthy
Radio Director.....Russell Pratt
Writer.....Marion Schein

Radio Accounts—Meadow Gold Dairies (Beatrice Foods Co.), Meadow Gold Foods Co. (Birds-Eye Foods), National Record Marts, Winston Chevrolet, Inc., Hutchinson Company, Roth Rug Cleaners, Inc., American

Cleaning & Dying Co., Dwight Hamlin Co., Midtown Motors, Inc. (Ford), Price's Dress Shops, Standard Floor Company, Tucker and Tucker Hats, Knights Life Insurance Co., Liberty Baking Company, Pittsburgh Home Savings & Loan.

PROGRESSIVE RADIO ADVERTISING CO., INC.

260 E. 161st St., New York 51, N. Y.
Phone MElrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli
Secretary & Time Buyer..Catherine Termini

Radio Accounts — Adam Hats, Bendix Washing Machine, Florsheim Shoes, Buitoni Prods., White Sewing Machine, William Oil-O-Matic Oil Burners, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, Consolidated Edison Co. of N. Y., De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Johnson & Johnson, Kelvinator Refrigerators, Manufacturers Trust Co., Pepsi Cola, Philco Refrigerators and Radio, Pinex, Southern Cotton Oil Co., United Security Associated Warehouses Assn., White Labs. Inc., Planters Edible Oil Co., Procter & Gamble, Public National Bank & Trust Co., RCA Victor, Perugina, Inc., Quiet May Oil Burner Co., S. A. Shonbrunn (Medaglia d'Oro Coffee); Warren Norge Co., Wrigley Chewing Gum, Superfilm Distributing Corp., St. Joseph's Aspirin, Atlantic Macaroni, Co., Inc., Florence Gas Range, Frank (Chicory & Spices), Hi-Jump Fruit Co. of California; Maytag Washing Machine, Ossola J. Co.; Pandora Cigar Co., Inc.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1889

NOAB—ANPA—PPA—APA

Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, G. E. Bischoff, A M. Walgren.
Service Director.....A M. Walgren
Production Manager.....D. Worden
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

Branch Offices
1509 Cross Roads of the World,
Hollywood 28, Calif.
Phone Hollywood 3523

Manager.....Ruth Lambert

230 N. Michigan Av., Chicago, Ill.
Phone Franklin 8155

Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason
Vice-President.....L. H. Copeland
Art Director.....E. J. McCabe
Radio Director.....D. L. Parsons
Production Manager.....Vito M. Volino

Radio Accounts—The F. W. Fitch Co., Blackhawk Brewing Co., Western Grocer Co., The Herman Nelson Corp., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....S. Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio Director.....Albert A. Fiore
Acct. Exec.....B. Wilman

Radio Accounts — China Clipper, Inc., N. Y., Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.
Phone 7-1179
ABP

Radio Director.....Alice Hickox

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone Cadillac 4662

ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster
Art Director.....L. F. Decheim
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Dir.....William Wilbur
Production Mgr.....Nathan Chayette
Tele & Radio Dir.....P. Rossano

Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck
Account Executives.....Milton C. Tauder, Maury Pollins, Robert Freund
Radio Accounts—K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA
President-Director of Radio, Chas. Dallas Reach
Radio Director.....Charles A. King, Jr.
Secretary.....Edward Sahrbeck

Branch Office
406 W. 55th St., New York 19, N. Y.
Phone CI 5-4176
Vice-President.....H. E. Sands
Radio Accounts—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB
Chairman of the Board.....L. L. Redfield
President.....E. F. Johnstone
Vice-President.....Walter Van Leyen
Time Buyer.....Helen Black
Production.....L. L. Redfield
Radio Accounts — Allenru Remedy Co., Ayala Champagne, Colcombet Wines, Hall and Ruckel, Inc., Howard Clothes Co., Krashe Cosmetics, Omega Chemical Co., Pierce's Proprietaries, Inc., Resinol Chemical Co., Stera-Kleen, Inc.

REDMOND COMPANY

38 Newbury St., Boston 16, Mass.
Phone KENmore 4545
ABP—ANPA—APA—PPA—NOAB
Pres., Treas., Radio Dir.....C. A. Dana Redmond
V. P., Art Dir., Space Buyer..D. L. Bassett
Secretary.....E. E. Kolb
Radio Accounts—Charles B. Perkins Co., Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.
Phone PLaza 9-6837
Exec. Dir.....Berthold J. Reese
Art Dir.....Oscar Liebman
Production Mgr.....B. C. Streib
Space Buyer.....James L. Northrup
Buyer of Radio Time....P. E. Cunningham

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
AAAA—ABP—ANPA—APA—NOAB—PPA—ABC
President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle.
Secretary & Treasurer.....C. L. Greenwood
Radio Director.....Russell Neff
Dir. of Media.....K. P. Torgerson
Radio Program Production....H. K. Painter
Radio Script Editor.....E. B. Reeves
Dir. of Marketing.....Dr. A. C. Welch
Time Buyer.....C. H. Rossland

Branch Office
415 Chanin Bldg., New York 17, N. Y.
Phone MUrray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUtter 6744
Radio Accounts — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank

REINCKE MEYER & FINN

520 N. Michigan Ave., Chicago 31, Ill.
Phone Whi. 7440
ABP—NOAB—ANPA—APA
ABC—BMB
President.....Wallace Meyer
Treasurer.....C. A. Reincke
Vice-Presidents.....Gordon Taylor, C. C. Stevens.
Radio Director.....Frank M. Baker
Radio Accounts—Blue Moon Foods, Reed Candy Co., Chicago, Burlington & Quincy R.R., The Ball Co.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone Capital 7611
ANPA—PPA—ABP
Pres. & Treas.....Harold I. Reingold
Art Dir.....Harry Goodman
Assoc. Art Dir.....Laurence W. Hobbs
Production Mgr.....Francis R. O'Reilly
Asst. Prod. Mgr.....Fiore Rapa
Copy Chief.....Herbert C. Bullard
Media Dir. & Radio Time Buyer....Thomas J. Bowen

Radio Accounts—Mrs. Alcott Food Products Co., First National Stores, A. Pritzker & Sons, Inc.

EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408
ABP — ANPA — APA

President.....Emil Reinhardt
Copywriter .....Dave Lane
Space Buyer.....Ann Hageman
Artist Dir.....Robert Shelton
Artist .....Edna Shelton
Manager .....Joseph Connor

Radio Accounts — Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, Central Bank, Mothers Cake & Cookie Company.

REISS ADVERTISING

221 W. 57th St., New York, N. Y.
Phone COlumbus 5-7733
ANPA — ABP — PPA — APA

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss
Radio Accounts.....Rand Rubber

E. W. REYNOLDS & CO., LTD.

Yardley House, Toronto 1, Ont., Canada
Phone WAverly 6157
ABC

President.....Edward W. Reynolds
Secy. & Treas.....Bertha R. Sellen
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief .....N. Stuart Walton
Radio Time Buyer.....H. Caine
Traffic Mgr.....Thomas C. Briggs
Space Buyer.....Helen Anderson
Account Executives....C. Warren Reynolds, H. D. R. Newby, C. W. Macabe, H. A. Davis

EVANS M. RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOcust 7-3479
ABP—PANY

Pres. & Radio Time Buyer.....M. Evans Richmond
Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executives.....William Day, Robert S. Richmond

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio Dir.....A. D. Kuepper
Radio Accounts.....Bank of Louisville, Burdorf Budget Shop, Broadway Chevrolet Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty Insurance Co., Liberty National Bank & Trust Co., Monarch Auto Co.

LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.
Phone DRexel 8131
ABP—ANPA—APA—NAAN

Owner .....Lee Ringer
Art Dir.....Richard Pennington
Space Buyer.....C. C. Wickstrom
Radio Dir.....Lorraine Packard

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone Michigan 8296

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Culver Boyd, Jr., Clyde Hendricks, James R. Bullock

Radio Accounts—Calif. Flyers, Inc., Calif. Growers Wineries, Doyle Packing Co.

PHILIP RITTER CO., INC.

577 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 7-6574
ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter
Pres., Gen. Mgr., Radio Dir..Philip Ritter, Jr.
Vice Pres.....Walter J. McIndoe
Secty.....Henry P. Bender

Radio Accounts—Bel Paese Sales Co., W. C. Horn Bros. & Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

2404 May St., Cincinnati 6, Ohio
Phone PLaza 0818

Owner, Space Buyer, Radio Dir., & Buyer Radio Time..Charles Rittenhouse
Art Dir. & Prod. Mgr.....Henry Eddy

Radio Accounts—Delta Chemical Co., Glacier Springs Bottling Co.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin

Radio Accounts—Frank's Juvenile Furniture, Spiro's Apparel, Moskin Clothes,

Huskey's, Inc. Furniture, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Sam The Tailor, Stanley's Corrective Shoes, Foot Step Shoes, Shapiro's Children Shoes, Kaplan's Jewelers, Joe Krass Clothes, Cantor's Shoes, Royal Shoes, Ismak Rug Mills.

ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.
Phone MUtual 1142
ABP—ANPA—PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Joseph Ames
Media Dir.-Time Buyer.....R. C. Neuman

Radio Accounts—Loma Linda Food Co., California Fig Institute, Western Federal Savings & Loan Association, Federal Savings & Loan Institute, Lorenz Broom & Mop Co., Pioneer Savings & Loan, Lewis Food Co., Home Building & Loan Assn. Metropolitan Federal Savings and Loan Assn. Trailer Coach Assn. of California.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.
Phone Randolph 9760
ANPA—APA—PPA—NOAB—ABC

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.
Director of Radio.....Phil Stewart

Branch Offices
225 S. 15th St., Philadelphia, Pa.
Phone PEnnypacker 5-2766
In Charge.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-7444
In Charge.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 4-7377
ABP

Partner & Copy Chief.....Allan Rock
Partner & Prod. Mgr.....Robert Rock
Art Dir.....Jo Bologna
Radio Time Buyer.....Irwin Winehouse
Acct. Exec.....Sally Winston

THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.
Phone PLaza 8-1779
ABP—APA

Partners.....Milton M. Rockmore, J. Leonard Shaub
Vice-Pres.....Erwin S. Franken
Secty.....A. T. Parker
Art Dir.....Mary Dooley
Prod. Mgr.....Richard Lippman
Radio Dir.....William Mogle

Radio Accounts—Cafe St. Denis, Darling Shops, Fisher Bros. Specialty Store, Lane Bryant, Paradise Bootery.

RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.
Phone CIrcle 5-4173
NOAB—ABP—ANPA—APA

President.....Kerry Rodgers
Vice-Presidents.....William Bell, Sanford Levin, G. Gold, J. Epstein
Secy. & Treas.....N. J. Rodgers
Art Dir.....Harry E. Swenson
Production Mgr.....A. Van Strander
Copy Chief.....B. Klaif
Media Dir.....Anne Seltzer
Consultant Art Dir.....Stanley Brown
Radio & Tele Dir.....Irving M. Moss
Account Executives.....Jerry Rodgers, N. J. Rodgers, Frank Bromberg, William Bell, Sanford Levin, Jan Epstein, Irene Winston, Irving Moss

Radio Accounts—Babette Shop, Childhood Nursery Products, Guy Lombardo, Twin City Shellac Co.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020
ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith
Exec. V. P.....Ray H. Reynolds
Vice-Presidents.....Howard N. Smith, Francis C. Kerr
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch

Art Dir.....W. J. Grover
Radio Dir.....Roland R. Blair
Account Executives.....Walter E. Smith, Howard N. Smith, Ray H. Reynolds, George C. Huppertz, Roland R. Blair, A. P. Jennings

Branch Offices

Irwin-Keasler Bldg., Dallas 1, Tex.
Phone Riverside 6044

President.....Walter E. Smith
Exec. V. P. & Mgr.....Howard N. Smith
Public Relations Dir.....Edwin Karlson
Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart
Account Executives.....Howard N. Smith, Mack McKee, Louis Wood, Allen, Marie J. Callahan, Dave McConnell, Wanda Karrott

41 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 2-2907

President.....Walter E. Smith
Vice President.....Howard N. Smith
V. P. & Eastern Mgr.....Francis C. Kerr
Copy Chief.....Robert L. Headen

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone CLeveland 5975
ABP—APA

Pres., Treas., Space Buyer.....Manus Roizen
Vice-Pres. .....Samuel Sapowitch
Secty. .....Edith Roizen
Art Dir.....A. Martin Presant
Prod. Mgr.....Harry Mankoff
Space Buyer.....Howard L. Parish
Radio Time Buyer.....David I. Levy
Radio Dir.....J. Gerald Gross
Personnel Dir. & Librarian.....Mary Riley
Account Executives..Manus Roizen, Howard L. Paris, David I. Levy

Radio Accounts—E. W. Edwards & Son, Edwin R. Erickson & Assoc., Market Electric Products, Inc., Mastercraft Tire Corp., Parkside Furniture Co., Sattler's, South Side Furniture Co.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St., W., Montreal, Que.
Phone Plateau 4803
ANPA—AAAA—PPA—CAN—ABC—BMB— NAAN

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treas.....Angus Ahern
Radio Dir.....Frank Starr
Asst. to Radio Dir.....S. B. Hayward, Cecelia Long, Norman K. Vale

Branch Office

133 Wellington St., W., Toronto, Ontario
Radio Dir.....R. J. Avery
Asst. to Radio Dir.....D. R. Loney
Phone ADelaide 0237

Radio Accounts—Montreal: Bristol-Myers Co. Of Canada, McColl-Frontenac Oil Co., Ltd., Canadian Industries Ltd. (Paint & Varnish Div.), Canadian Industries Ltd., (Agricultural Chemicals Div.), Canada Packers Ltd., Heaters Ltd., Canadian Arena Co., Pal Blade Corp., Montreal Shoe Stores. Toronto: Rexall Drug Company Ltd., Niagara Finance Company Ltd., L. K. Liggett Company Ltd., Trans-Canada Credit Corp. Ltd., Elizabeth Arden of Canada Ltd.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone Superior 3486
ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir.....George G. Kantor
Production Mgr.....H. H. Samet
Space & Radio Time Buyers..William Perry, N. A. Berk

Radio Accounts—Auto Accessory Co., John S. Budd, Charms & Cain, Chicago International Co., H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkenweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio
Phone PRospect 6171

Pres., Treas., Radio Dir....William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Secty., Prod. Mgr.....Laura J. Ondrey

Branch Office

3719 Reading Rd., Cincinnati 29, Ohio
Phone UNiversity 1997

Manager.....L. C. Brown

Radio Accounts—Bailey Co., W. B. Burke & Co., Cleveland Foundation, Cleveland Sesquicentennial Comm., Essex Trust Co., Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.
Phone BRyant 9-4621
ABP—ANPA—PPA—APA

President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Vice-President.....Vaughn G. Hannington
Media Director.....G. M. Rundbaken
Production Manager.....John A. Boulle
Art Director.....Andrew K. Nelsen
Comptroller.....H. J. Carmichael
Account Executive.....Irl W. Rose, 2nd

Radio Accounts—Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10, N. Y.
Phone CHelsea 2-7930

Owner, Space & Radio Time Buyer...Irving Rosen
Production Mgr.....E. Rose
Radio Accounts—Style-Rite Footwear Corp.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—ABP—NOAB

President, Dir. of Copy & Plans, Arthur Rosenberg
Vice-President.....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Economist.....Walter Alwyn-Schmidt
Research Director.....Sam Haven
Copy & Plans.....H. B. Sadler, Joseph Ellner
Radio Dept.....Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver
Radio Accounts—Longine-Witenaur Watch Co., Gleam Shampoo, Myer 1890 Beverages, Rigaud Perfumes, Miner's Inc. *Television Accounts*—Longine-Witnauer Watch Co.

ROSE, GARDNER & WHITE

2859 West 7th St., Los Angeles 5, Calif.
Phone DRexel 7211
APA

Art Dir.....Robert Walling
Prod. Mgr.....William Schweit
Radio Time Buyer, Pub. Dir., Copy Chief...Edward B. Ross
Media, Research Dir., Space Buyer.....Harold M. Gardner
Account Executives.....Edward B. Ross, Harold M. Gardner, William B. Schweit
Radio Accounts—Lanz of Calif., S & S Products.

A. JAMES ROUSE CO.

521 N. La Cienega Blvd., Los Angeles 36, Calif.
Phone BRadshaw 2-1772
ABP—APA—PANY

Owner, Copy Chief, Radio Dir.....A. James Rouse
Art Dir.....F. E. Deckard
Production Mgr.....Bertram Feinberg
Space Buyer.....Lynn Besser
Account Executives.....A. James Rouse, Sanford Woolf
Radio Accounts—Elaine Barbara of Hollywood, Brian Mfg. Co., Culver of Calif., Harmony Wear, Lodge Monument Co., Peerless Platers, Perma-Nail Co., Jim Stuart Model Agency.

JULIUS J. ROWEN CO.

1991 Broadway, New York 23, N. Y.
Phone SChuyler 4-7800
ABP—PANY

Owner & Radio Time Buyer.....Julius J. Rowen
Art Dir.....Raymond Paul Rose
Prod. Mgr. & Media Dir.....Maurice Mandell
Account Executives.....Julius J. Rowen, Sol Klapper, H. B. Furber
Radio Accounts—C. H. Iden Co., Art Fireplace Co., English Silver Mfg. Co., House of Rothschild, Inc., Malone Products Corp., Millers for Men, Sylvia Shoes, Zuccas Restaurant.

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592
AAAA—ABP—PPA—ANPA

President.....C. L. Rumrill
Vice-President-Art Director.....J. E. Porter
Secretary-Treasurer.....E. A. Rogers
Production Manager.....George Prince
Time Buyer.....J. Lawrence Kennedy
Radio Accounts—Genesee Brewing Co., Gold Tone Studios, The Pleasant Valley Wine Co.

LOWE RUNKLE COMPANY

1366 First National Bldg., Oklahoma City 2,
1366 First National Bldg.,
Oklahoma City 2, Okla.
Phone 3-5439
SAAA—ABP—PPA—APA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Irene Gammel
Acct. Exec.....Harold Kranz
Art Director.....Einar Lundquist
Dir. of Radio.....Jack Leach
Radio Accounts—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400
AAAA—ANPA—PPA—NOAB—APA

Chairman of Board.....F. B. Ryan
President.....F. B. Ryan, Jr.
Sr. Vice-Pres. & Treas.....Cal J. McCarthy
Exec. Vice-Pres.....E. J. Grady
Vice-Pres. & Sec.....R. Van Buren
Media Manager.....Daniel M. Gordon
Talent Buyer.....Willson M. Tuttle
Time Buyer.....Thomas G. Slater
Casting Director.....Kathleen McMahon
Co-Directors.....Merritt W. Barnum, Wilson Tuttle
Publicity Director.....Grant Y. Flynn
Radio Commercial Supervisor, Reggie Morgan
Radio Producers.....Grant Y. Flynn, Robert Steel, John Wellington, John Cole, Thomas G. Slater, L. Brooks Elms, Knowle Entrikin, Bernard P. Zwirn.

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0485

Exec. Vice-Pres. & Western Mgr. Paul E. Watson
Chicago Manager.....William P. Littell
Media Manager.....Albert R. Callies
Director of Radio.....R. W. Metzger
Chg. of Radio Production.....N. E. Heyne
Charge of Script.....A. E. Trask
Bus. Mgr. & Time Buyer.....Holly Shivley
Charge of Television.....Fran Harris
Commercial Traffic.....Joyce Webster
Charge of Commercials.....Irene Small
Producer .....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.
Phone Madison 1980

Vice-Pres. & Manager.....M. J. Casey

812 Oliver St., St. Louis 1, Mo.
Phone Main 0127

Vice-Pres. & Manager.....Oscar A. Zahner

712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager.....H. Donald Hopton

1680 No. Vine St., Hollywood 28, Calif.
Phone Hillside 7593

VP & Pacific Coast Mgr.....Marvin Young
VP & Radio Director.....Sam Pierce
Radio Producers.....Sam Pierce, William Burch, Glenn Y. Middleton, Stew Garner.

235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

Manager.....Herbert O. Nelson

1218 3rd Ave., Seattle 1, Wash.
Phone Main 6727

Vice-Pres. & Manager.....F. G. Mullins

Carew Tower, Cincinnati 2, Ohio
Phone MA 2413

Manager.....John L. Magro

80 Richmond St., W., Toronto, Ont., Canada
Phone Adelaide 4069

Manager .....Gordon Ralston

Radio Accounts — Chrysler Corporation, Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, Pharmaco, Inc., Lucky Tiger Company, H. C. Lytton Co., Owl Drug Co., Queen Anne Candy Co., Southwestern Drug Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Taylor-Reed Corp., Wm. Wrigley Jr. Co., Bailey Schools, Savings Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., Inter-Coastal Co., Kick-a-way Garments, Inc., Krey Packing Co., Sears Roebuck & Co., Seattle Luggage Co., Lone Star Creamery, Martha Maid Mfg. Co., Roundy, Peckham & Dexter Co., Thomas J. Lipton, Ltd., Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, Washington 6, D. C.
Phone Republic 7606
ABP—ANPA—APA—PPA—AAAA—SNPA

Owner.....Lewis Edwin Ryan
Art Dir.....J. Robert Corry
Prod. Mgr.....David F. DeYoung
Asst. Prod. Mgr.....M. G. Daugherty
Radio Dir.....Laura D. Baker
Account Executives.....John F. Hardie, W. R. Doores, W. J. Mauter

Radio Accounts—Carlton Hotel, Penn-Central Airlines, Wardman Park Hotel, Wilkins Coffee.

BEN SACKHEIM, INC.

29 West 57th St., New York 19, N. Y.
Phone ELdorado 5-6025
ANPA—PPA—APA—ABP—NOAB

President .....Ben Sackheim
Vice-Pres.....Lloyd G. Whitebrook
Secty.....M. A. Aldridge
Treas.....Lawrence K. Skora
Prod. Mgr.....Nathan Lebbed
Space & Radio Time Buyer.....Leonard H. Spring
Publicity & Pub. Rel.....Margaret Halmy
Research Dir.....Sylvia Sackheim
Account Executives.....Robert Bard Bruck, Ezra Millstein, Ben Sackheim, Lloyd G. Whitebrook.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180
ABP — ANPA — PPA

President.....Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary.....Louise D. Keyes
Copy Chief.....C. J. Masseck
Production Manager.....William Korcak
Media Director.....James J. Freeman

Radio Dept.

Radio Director.....Stanley J. Keyes

Radio Accounts Placed—Benjamin Moore & Co., Copper & Brass, Inc.

SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
Phone Wabash 6245

Pres. & Treas.....Douglass Doolittle
Vice Pres.....M. E. Holdredge
Secty.....G. S. Doolittle
Art Dir.....Robert B. Sharp
Mgr. Tele Dept.....N. H. Wardey

Radio Accounts—Lyson, Inc., Percy Wilson Mortgage & Insurance Co.

RICHARD SALINGER

294 Washington St., Boston 8, Mass.
Phone Liberty 5332

President.....Richard B. Salinger
Art Dir.....Richard Marshall
Prod. Mgr.....Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer.....Phyllis Stohn
Media Dir.-Space Buyer.....Leonard Meyers

Radio Accounts — Balch-Price Specialty Shop, Conrad &Co., Dinty-Moore (Boston), Kane Furniture Co., Lamson Hubbard, Select Fashions.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone Passaic 2-6951
ABP—PANY

Art Dir.....Tom Cuffari
Copy Chief, Radio &
Pub. Dir.....Edward Mandell
Media Dir. &
Radio Time Buyer.....H. Harvey Salow
Reseearch Dir.....Belle Smith
Account Executives.....H. Harvey Salow, George Riedl, R. E. Walsh

Radio Accounts—Franklin Trust Co., Mac Lane Mfg. Co.

SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.
Phone PLaza 5-2516

Owner.....Frank B. Sawdon
Prod. Mgr.....Gus Havemeyer
Copy Chief..... M. Gold
Space Buyer.....Tom Tracy
Radio Time Buyer.....Shirley Carroll
Account Executives.....Frank B. Sawdon, V. J. Sawdon

Radio Accounts—Case Clothes, Inc., Robert Hall Clothes, Lewis Apparel Stores.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone Market 2-0480
ANPA—APA—PPA

President .....Julius Scheck
V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....John Zboyan
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck

Radio Accounts — Allenhurst National Bank, Bender Corp., Chardavoyne Co., Eppens Smith Co. (Holland House Coffee), Federal Trust Co., Franklin-Washington Trust Co.

SCHEIBNER, HUGO, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone Michigan 6636

Pres., Radio & Tele Dir.-
Radio Time Buyer.....Hugo Schreiber
V. P., Art Dir.,
Prod. Mgr.....Melville M. Strann
Secty. & Treas.....M. C. Scheibner
Copy Chief.....Lynn Smith
Media Dir.-Space Buyer
& Pub. Dir.....Roseblanche Lowry
Account Executives.....Irwin Salzman, Lynn Smith, Rose Lowy, Hugo Scheibner, Robert Deutsch

Branch Office
26 O'Farrell St., San Francisco 8, Calif.
Phone SUtter 5226

Radio Accounts—Bardon of Hollywood, Calif. Fashion Trends, Ciro's of Hollywood, Hy-Art, Inc., Little Champ of Hollywood, S. R. L. Mfg. Co., Taylor-Berke.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARmitage 1600

Pres., Media Dir,
Space Buyer .....Sydney R. Raike
Vice Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike, J. E. Schenker, C. D. Dominguez

SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396
ABP

Owner.....William G. Scholts
Production Mgr.....L. G. Mhyro
Radio Dir.....T. D. Scholts

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-4-5
ABP—ANPA—APA—PPA—NOAB—AAAN
Pres. & Treas.....Gordon Schonfarber
Vice-Presidents.....Jordan D. Wood, Russell C. Edwards
Secy. & Space Buyer.....Amanda C. Olsson
Art Dir.....Horace Notte
Buyer Radio Time.....Claire R. Grenier
Research Librarian.....Ruth S. Kimball

Radio Accounts—Automobile Mutual Insurance Co. of America, Beechwood Inn, The Book Shop, Gladding's, Inc., Louttit Laundry, New England Bakery, The Short Line, Stone Bridge Inn, United Electric Railways.

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 7-7317
Partners.....Marcel Schuloff, Miriam C. Schuloff

SCHWAB & BEATTY, INC.

230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090
AAAA—PPA—APA—ABP
President.....Victor O. Schwab
Time Buyers.....Robert W. Beatty, James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815
AAAA—ABP—ANPA—PPA—APA
Pres. & Treas.....R. J. Scott
V.P. & Secty.....W. Schwimmer
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Prod. Mgr.....A. Fishburn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Acct. Execs.....E. Guy, C. H. Lillienfeld C. Lilienfeld
Radio Dir.....Cecil Widdifield

Radio Accounts — Chicago Stadium, Congress Cigar Co., Fox DeLuxe Beer, Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Sealy Mattress Co., Walgreen Co.

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone CAPitol 2425
Pres., Treas., Space Buyer, Radio Dir. & Buyer Radio Time.....George L. Stingel
Secty.....Persis H. Kirwin

J. B. SEBRELL ADV. AGENCY

300 So. Los Angeles St., Los Angeles 13, Calif.
Phone Va 4616
ABP—APA
Owner & Research Dir.....J. B. Sebrell
Art Dir.....Allen Todd
Prod. Mgr.....Harry Page
Copy Chief.....Dorothea Hill
Space-Time Buyer, Radio Dir. .....Peggy Thomas
Publicity Dir.....Harry Page
Account Executives.....J. B. Sebrell, Harry Page, George Armstrong

Radio Accounts—Frantz Industries, Palley Supply, Stock Market Inst.

RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045
ABP—ANPA—PPA—APA
President.....Freeman Keyes
Executive Vice-President.....George Bayard
Vice-Presidents.....A. D. Keyes, Paul Richey, Harry H. Maus, Harry B. Goldsmith, Jr.
Treasurer.....Jack Harding
Secretary.....H. J. Jackson
Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices
Lemcke Bldg., Indianapolis 4, Ind.
Market 1395
Vice-President.....Paul Richey
1469 N. Vine St., Hollywood, Calif.
Phone, Hempstead 7824
Resident Manager.....Lou Place

Radio Accounts: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmacal Co, The Pinex Co. W. A. Sheaffer Pen Co.

ROSCOE W. SEGAR, ADV. AGENCY

2125 N. E. 48th Ave., Portland 13, Ore.
Phone Tr 3445
Owner-Manager.....Roscoe W. Segar
Sec.-Treas., Radio Dir.....D. D. Segar

Radio Accounts—Spot: Geo. B. Wallace Co. (Studebaker), Niklas & Son, Florists.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone Ga 0360
ANPA

Owner .....Frederick Seid
Prod. Mgr.....Nada Halse Banks
Radio Dir.....Sam P. Moore
Account Executives.....Norman L. Cotton, Fdereick Seid

Radio Accounts—The August E. Drucker Co., Gene Comptons Corp.

SEIDEL ADV. AGENCY, INC.

Times Bldg., New York 18, N. Y.
Phone PEnnsylvania 6-0491
ABP—APA—PANY

Pres., Treas., Space Buyer....Robert Seidel
Vice Pres.....Arthur A. Judson
Secty.....Irma Lee Seidel
Art Dir.....Oscar Harris
Prod. Mgr. Media & Research Dir.....Charles Garven
Copy Chief.....Jackie Rose
Space Buyer.....Ann Stell
Radio Dir. & Time Buyer.....Reid Lighton
Account Executives.....Jeanne McEwen, Robert Seidel, I. Brown, Russell Fradkin, Bradshaw Thurston, Jean L. Malchin, Sidney Berman

Radio Accounts—Ringling Bros. Barnum & Bailey Circus.

SEWELL ADV. AGENCY

730 Gravier St., New Orleans 12, La.
Phone Raymond 7114

President .....Granville Sewell
Radio Dir.....K. B. Thompson
Art Dir.....C. Earl
Publicity Dir.....Sam Montague
Account Executives.....Sam Montague, K. B. Thompson, Robert Claire

Radio Accounts—Central Savings & Loan Assn., The Howell Co., Station WNOE, Union Savings & Loan Assn.

SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....T. D. Shaffer
Partner-Space Buyer-Radio Dir.....Sam B. Margulis
Partner-Space Buyer.....S. I. Rosenfeld

ED SHAPIRO—ADVERTISING

1612 Market St., Philadelphia 3, Pa.
Phone Rittenhouse 6-3656
ABC—ANPA

President .....Edward Shapiro
V. P.-Prod. Mgr.....Leon Cohann
Secty. .....Martin Sacks
Radio Dir.....Matilda Jacoby
Account Executives.....Edward Shapiro, George Mallis

Radio Accounts—Benn Tailors, Corlies, Mort Farr, Louis-Harold Furniture Co., Phila. Toilet & Laundry Co., John P. Schmidt.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560
ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Rose Madie Vitanza
Production Mgr.....O. Weiner

JOHN W. SHAW ADV., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone Dearborn 5082

President.....John W. Shaw
V. P. Chg. Radio.....Edmund B. Abbott
Secty. .....Augusta Young
Treas.....Rush W. Brisbane
Prod. Mgr.....Patricia B. Hall
Copy Chief.....Jo Ann Munson
Media Dir.-Space Buyer....Florence Cruzen
Personnel Dir.....Robert Jacoby
Librarian .....Lorene Huppert
Account Executives.....Edmund B. Abbott, E. J. Conlon, Betsy Tyroler, W. J. Wilmont

Radio Accounts—College Inn Tomato Juice Cocktail, Dormeyer Corp., Groves Shoe Co., Lumbermen's Mutual Casualty Co., Standard Milling Co.

J. WM. SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets

Radio Accounts—Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670
AAAA—ANPA—PPA—APA

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

Radio Account Placed—Chas. E. Hires Co., Inc., Commercial Credit.

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 8000
ABP—ANPA—PPA—NOAB—APA

President.....Stuart Sherman
Treasurer.....Arthur Marquette
Vice Presidents.....Carl S. Brown, Larry Wherry, Louis E. Tilden
Radio Director.....Louis E. Tilden

Branch Office
10 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-1550
Vice-Pres. & Eastern Mgr...Carl S. Brown
Vice-President.....Basil W. Matthews
Supervisor of Radio.....Robert Weenolsen

Radio Accounts—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), W. F. McLaughlin & Co. (Manor House Coffee, Manor House Tea), Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Laxative Campho-Phenique), Colgate-Palmolive Peet Company (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap, Colgate Rapid Shave Cream, Colgate Brushless Shave Cream, Cashmere Bouquet Talc, Cashmere Bouquet Face Powder, Cashmere Bouquet Beau Cake, Ajax Cleanser).

HAROLD J. SIESEL CO.

424 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-0138
ABP—PPA—ANPA—APA

Partners.....Harold J. Siesel, Frieda W. Siesel
Art Dir.....Jerome S. Niblette
Prod. Mgr.....M. Sweeman
Space Buyer & Buyer Radio Time.....Harold Schindler
Account Executives.....Harold J. Siesel, Harold Schindler

THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
Phone State 2254

Pres., Treas., Space Buyer, Pub. Dir.....Karl A. Kopetzky
V. P., Prod. Mgr., Space Buyer.....Jacqueline J. Silver
Secty.....Samuel G. Rautbord
Dir. Radio & Tele-Time Buyer.....Al Milton

Radio Accounts—K & K Studios, Lukko Sales Corp., Powell Products.

BILL SILBERT ADV.

435 Book Bldg., Detroit 26, Mich.
Phone Cherry 3353-6567

President.....William H. Silbert
Media Dir. & Secty.....Jeanne H. Lorenz
Radio Dir.....Harry Howe

Radio Account—Copacabana Restaurant (Breakfast at the Copa).

SIMMONDS & SIMMONDS, INC.

210 No. Wells St., Chicago 6, Ill.
Phone CENtral 1166
ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.
Asst. to Pres.....Albert M. Wolf
Vice Pres.....F. M. Simmonds, Jr.
Secty. & Treas.....Carmen Guyot
Art Dir.....Edward Zubbrick
Prod. Mr.....Graves Urquhart
Radio & Pub. Dir.....Clifford Stodgehill
Buyer Radio Time.....Marion Azzarello
Research Dir.....Phil W. Tobias, Jr.
Account Executives.....Phil W. Tobias, Jr., F. M. Simmonds, James A. Greig, Russell Mullins, Albert M. Wolf, Clifford Stodgehill

Branch Office
611 Olive St., St. Louis 1, Mo.
Phone GARfield 6357
V. P. & Mgr.....Merle Fuller
Asst. to V. P.....Dorothy Van Horn

DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone, LExington 2-7873
ANPA

President-Treasurer.....Douglas D. Simon
Vice-President.....Carolyn Glass
Secretary-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404
SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Copy.....Don Anderson, F. C. Cogburn

Radio Accounts — American Snuff Co., Barton Chemical Co., Donald Furniture Co., Eagle Manufacturing Co., Farrell-Calhoun, Inc., Graham Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000
AAAA—PPA—APA—ANPA

Partners.....Leonard N. Simons, Lawrence J. Michelson.
General Manager.....Ivan Frankel
Radio Director.....A. Glenn Kyker

Radio Producers.....Mae Mikjian, Carole Bresson, Rudy Simons.

Radio Accounts—Benrus Watch Co., Carbonated Beverages, Cunningham's Drug Stores, Detroit Free Press, Dossin's Food Products, Ehrlich's Jewelers, Forest Cleaners, Grinnell Bro., Harry Suffrin, House of Modern Chairs, Koepplinger Bakery, Lafayette Motors, Mac-O-Lac, Mich. Bottle Exchange, Rogers Paint Products, Sallan Jewelry, Scotland Wollen Co., The Schmidt Brewing Co., Simmons & Clark, Velvet Peanut Products, Taylor's, Inc., United Shirt Distributors, Wrigley's Super Markets. *Television Accounts*—General Electric Supply Corp., Grinnell Bro., Harry Suffrin.

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA—PPA—APA

President.....Albert Seiffer
Secretary & Treasurer.....Marvin Small
Secretary & Treasurer...Milton M. Heymann

Radio Accounts—Media, Samuel Leddy.

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone Jackson 2163
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
V. P. & Secty.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L. M. Fallon
Copy Chief.....Robert E. Jackson
Media Dir. &
Radio Dir.....E. R. Appel
Space Buyer.....H. D. Peltier
Account Executives.....Robert D. Jackson, H. D. Peltier

Radio Accounts—Peerless Mfg. Co., Stratton & Terstegge Co.

R. C. SMITH & SON, LTD.

80 King St., West, Toronto 1, Ont.
Phone Elgin 9396
ABC

President.....Robert C. Smith
V. P. & Prod. Mgr.....Adam F. Smith
Secty-Treas.....M. A. Stoakley
Space Buyer.....P. Bawcutt
Radio Dir.....G. A. Phare
Account Executives.....Wilfred McCracken, James Matthews, Earl Aiken

SMITH-BULL & McCREERY, INC.

6642 Sunset Blvd., Hollywood, Calif.
Phone HEmpstead 5671
ANPA—PPA

President.....Walter McCreery
Vice-President..... Dick Smith
Secty-Treas.....Frank Bull
Producer.....Dick Garton
Mgr. Radio Dept.....Mayfield Kaylor
Time Buyer.....Georgina Small
Acct. Execs.....Charles Ganz
Dick Berggren
Publicity.....Henry Konesky

Branch Offices

7312 Empire State Bldg., New York, N. Y.
Phone LOngacre 3-4107
Manager.....Earl Dumont

611 Loews-Warfield Bldg., San Francisco, Cal.
611 Loews-Warfield Bldg.,
San Francisco, Calif.
Phone ORdwam 3-7967
Manager.....Robert Selby

Radio Accounts—Milani Food Products, Shalimart, Inc., J. E. Coberly, Inc., Ice Follies, Ice Capades, Seaboard Finance Co., Pan Pacific Inc., Western Harness Racing, Crowley Camera Co.

Television Account—Pan Pacific Auditorium.

SMITH-MANSFIELD ADV.

315 Royal Hawaiian Ave., Honolulu 20, Hawaii

Partners.....Norbourne E. Smith, George C. Mansfield, Jr., Meyer Cummins
Art Dir.....Donn C. Allison
Prod. Mgr.....Sanford A. Weintraub
Dir. of Radio.....Hal C. Lewis
Dir. Media & Research.....Mary C. Wilson

Radio Accounts—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air. Inc.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Penna.
Phone, AT 9312
ABP—ANPA—FAAG—APA

Vice-Pres.....Ronald P. Taylor
Radio Television Director
Thomas J. MacWilliams
Copy & Production.....Les Sterne
Copy.....Virginia Volkay
Account Executives.....Lambert S. Smith, Vaughn R. King, R. P. Taylor, T. J. MacWilliams, Virginia Volkay, Cook Thompson.

Radio Accounts—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Fashion Hosiery, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Mfg. Co., Polar Water Co.

SON DE REGGER ADV. AGENCY

Iowa Shop Bldg., Des Moines 9, Ia.
ANPA—APA

Pres. & Space Buyer, Radio Time & Acct. Exec.....Les Son De Regger
Secty. .....E. Grote
Art Dir.....Robert Rahilley
Prod. Mgr. Acct. Exec....Robert W. Laird
Radio Dir. & Acct. Exec.....Gus Strauss
Acct. Exec.....Les Gates

Radio Account—Look, Inc. (Des Moines).

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030
ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman

Radio Accounts — Bowey's, Inc., Sunway Vitamin Co., J. P. Harding Restaurants, Old Heidelberg Corp.

W. A. SOUDERS & ASSOCIATES

735 Bryden Rd., Columbus, Ohio
Phone E. V. 5548

President .....W. A. Souders
V. P., Treas., Space Buyer, Radio Dir.....Senora Souders
Secty. .....Carolyn Hicks

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Pres. Treas. & Radio Time Buyer C. Jerry Spaulding
Asst. Treasurer .....Florence Winslow
Secretary .....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr. .....Seth Martin
Acct. Exec. .....A. S. Peterson

Radio Accounts—Radio Station WTAG.

SPITZ & WEBB ADV. AGENCY

206 E. Genesee St., Syracuse 2, N. Y.
Phone 4-6868
ARP—APA—ANPA

Acct. Executives.....William Spitz
Stephen M. Webb
Art Dir.....Joseph Rineldi
Prod. Mgr.....C. Stuart Sheffield
Space Buyer.....Rosemary Marioni

Radio Accounts—Best Ice Cream Co., C. E. Chappell & Sons, Inc., Chase Clothes, Inc., Grange Silo Co., Inc., Peoples Ice Co., Nettleton Shops, Inc., Greenway Brewery Co., Inc., Crosby Clothes, Inc.

SPITZER & MILLS, LTD.

19 Richmond St., West Toronto, Ont.
Phone WA 1151
CAN

President.....G. F. Mills
Exec. Vice-President.....J. W. Spitzer
General Manager.....W. H. Reid
Director.....J. R. Charles
Vice-President.....J. Cambridge
Account Executives.....E. Phillips, F. Collins, G. Wallace, D. McCrimmon, T. Hudson
Manager (Radio).....W. D. Byles
Assistants (Radio).....R. Hart, R. McCreath

Branch Offices

1010 St. Catharine St., W, Montreal, Que.
Phone Plateau 7924

Vice-President.....C. W. Duncan

675 W. Hastings St., Vancouver, B. C.
Phone Pacific 2102

Vice-President.....Ken Davidson

Radio Accounts — Colgate-Palmolive-Peat Company Limited, The Quaker Oats Company of Canada Limited, R. C. A. Victor Company, The Toni Company, Canadian Breweries (Qubec) Limited, Bell Telephone, Fruitatives Limited, Monarch Overall, Family Fair Limited, Canadian Cancer Society.

CHARLES N. STAHL ADV. AGENCY

507-09-11 Broadway Arcade Bldg.,
Los Angeles 13, Calif.
Phone MAdison 7844
ABP

Owner-Manager.....Charles N. Stahl
Account Executive.....Henry Heller
Radio Dir.....Tom Cafferty
Time Buyer.....Kay Huldermann

Branch Office

208 Sheldon Bldg., San Francisco, Calif.
Phone EX 24713

Managger.....John J. Casey

Radio Accounts—Southern California, Dental offices of Dr. Beauchamp, Model Furniture Mfg. Co., Victor Chemical Co., Murphy Motors, Broadway-Spring Arcade, Yorktown Shirt Shops, Union Roofing Contractors, Lighthouse Cafe.

BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles 14, Calif.
Phone Trinity 8821
AAAA—ANPA—NOAB—ABP—APA

Head of Agency.....Barton A. Stebbins
Account Executives.....Nat Jeffras, Clinton Campbell.
Radio Dir.....Ed. Bloodworth

Radio Accounts — Signal Oil Company, Shontex Co., E. F. Hutton & Co.,

STEELE ADV. AGENCY, INC.

1032 M && M Bldg., Houston, Tex.
Phone Charter 4-6408
SAAA

President.....John Paul Goodwin
Secty.-Treas.....Wallace W. Brown
Vice-President.....Samuel H. Peak
Radio Dir.....Jim Sanders
Continuity Editor.....Betty Cantrell

Radio Accounts—Admiration Coffee, Bama Food Products, Camellia Creameries, Crustene Shortening, Interstate Theatres, O.J.'s Beauty Lotion, Stewart & Stevenson Serv., Nathan's Clothiers.

HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

Owner.....Howard D. Steere
Account Exec.....Charles R. Stout
Office Manager.....Gene Macauley
Art Director.....Rudolph K. Nauss

STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone LOngacre 5-4610
PPA

Chairman of Board .....S. M. Broun
President .....Jos. S. Edelman
Secretary .....William Forray
Treasurer .....Herbert Goldsmith
Radio Director .....Alfred S. Moss

STERNFIELD-GODLEY, INC.

280 Broadway, New York 7, N. Y.
Phone BArclay 7-3030
APA—ANPA—NOAB—SNPA

President .....Samuel J. Godley
Vice-President .....Philip Scheft
Secretary .....Frances C. Costello
Treasurer .....Samuel S. Sternfield
Production Mgr. .....John C. Buffum

Subsidiary:.....Telrad Adv. Inc.
President.....Samuel S. Sternfield
Vice-President.....Ralph Sternfield
Treasurer.....Samuel J. Godley

Radio Accounts—Winston Electric, Dermo-G, General Art Co., Philco (N. Y.). *Television Accounts*—Winston Electric.

FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone 4-9339
NOAB—NAAN

Partners.....Fred D. Stevens, Gerald S. Stevens

Radio Accounts—Wicks & Greenman, Cornhill Bldg. & Loan Ass'n.

STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.
Phone Cherry 8325-6-7
AAAA—ANPA—PPA—NOAB—APA

President & Treas.....Wm. Z. Burkhart
Vice-Pres.-Secy.....Ranald S. West
Vice-President.....Erice W. Stockton
Acct. Execs. .....H. S. Lenz, J. D. Nelson, Jr., J. C. Gerding, E. P. Broome.
Radio Director .....R. S. West

Radio Accounts—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc., Gibson Wine Co.

ARTHUR W. STOWE ADV.

672 S. Lafayette Park Place,
Los Angeles 5, Calif.
Phone Drexel 8138
ANPA

Owner.....Arthur W. Stowe
General Mgr.....Alan Cameron
Copy, Idea Man.....Lionel Bell
Copy.....Barbara Hathaway
Idea man, contacts.....Bill Deming
General, Production.....Gloria Velarde
General, Production.....Ellen Jensen

Radio Accounts—Taylor Automobile Co., Western Auto Supply Co., Wilder's, Inc. (Furniture), Stout Motors Trailer Division, So. Figueroa Automotive Business Association.

STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati 2, Ohio
Phone MA 1618-9
AAAA—ABP—NOAB—PPA

Sr. Partner.....Edmund R. Strauchen
Jr. Partner.....G. F. McKim, Jr.
Radio Time Buyer....Edmund R. Strauchen
Radio Director.....John G. Maupin
Asst. Radio Director.....Mary H. Taylor

Radio Accounts — The Geo. Wiedmann Brewing Co., Inc., Geo. H. Newstedt Co., Argus Industries.

STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney
Vice-President.....John F. Mayer
General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary.....F. S. Park
Treasurer.....Fred Hellar
Director of Radio.....Howard Miller

Radio Accounts—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

DANIEL F. SULLIVAN CO.

413 Statler Off. Bldg., Boston 16, Mass.
Phone HAncock 6-7643-4-5
ANPA—PPA—APA

President.....Daniel F. Sullivan
Treasurer.....William H. Sullivan
Copy Chief.....Walter K. Munroe
Production Manager.....James J. McCabe
Sales Director.....Robert N. Sullivan
Radio Director.....Eugene F. Stafford
Time Buyer.....Frederick W. Cole

Branch Office
22 Monument Sq., Portland, Me.
Phone 3-1255

Radio Accounts — Revere Racing Assn., Wilmot H. Simonson Co., Shields Electric Co., F. H. Snow Canning Co., Hamid-Morton Circus, Eastern Mass. St. Ry., Kaiser-Fraser of Mass., U-Dryvit Auto Rental, Alves Photo Service, Bay State Midget Auto Racing Assn., Middlesex County Natl. Bank, Hugh Clay Paulk Co.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-3080
AAA—ANPA—PPA—NOAB—ABC

President.....R. F. Sullivan
Vice-President.....D. D. Stauffer
Vice-President.....R. T. Colwell
Vice-President.....S. H. Bayles
Account Executives.....J. P. Cohane, W. M. Spire, A. K. Ekenics.
Radio Production Mgr.....P. H. Cohen
Copy Chief.....C. J. Dillon
Art Director.....Robert West
Media Director.....F. Minehan
Merchandise Dir.....D. J. O'Meara
Treasurer.....T. N. Weatherby
Research Director.....L. H. Wood
Radio Producers.....Tom Vietor (N. Y.); Richard Uhl (Hollywood)

Branch Offices
1607 Vista del Mar Ave., Hollywood 28, Calif.
Phone Gladstone 5048 — Hillside 2119
Director.....J. Van Nostrand

Radio Accounts Placed—Carter Products, Inc., Noxzema Chemical Co., Smith Bros. Inc., Whitehall Pharmacal Co.

Radio Accounts — Carter Products, Inc., Noxzema Chemical Co., Smith Bros., Inc., Whitehall Pharmacal Co., Levin Bros., Silverdust & Lifebuoy, J. H. Silbert Co., McCormick & Co., Inc.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, Ohio
Phone Main 7142
ANPA—PPA—NOAB—ABP—APA

Partners...John F. Sweeney, Frank G. James
Account Executive.....T. M. Gregory

Radio Account—Network: Firestone Tire & Rubber Co.

SYLVESTER-MEEDER ADVERTISING CORP.

90 S. Oak Knoll Ave., Pasadena 5, Calif.
Phone Sycamore 6-7791, Ryan 1-6121
ABP

Pres.-Prod. Mgr. & Copy Chief..E. Sylvester
Vice-President.....A. A. Sylvester
Sec'y-Treas.-Media Dir. & Sp. Byr.M. Meeder

SAMUEL TAUBMAN & CO.

Lewis Tower, Philadelphia 2, Pa.
Phone PE 5-7113

(Owner) Space Buyer.....S. Taubman
Radio Director.....M. Taylor
Copy Chief.....Raymond H. Love
Art Director.....E. Chudhoff

Radio Accounts — Adelphia Industries, Brooks Shoe Mfg. Co., General Auto Rental Co., Lester Lee Laboratory.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA

President.....Stanley Resor
Vice-Pres. in Charge of Radio & Tele John U. Reber
Radio Tele Time Buyer.....Linnea Nelson
Radio Tele Talent Buyer....Virginia Spragle

Branch Offices
1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7241
V.P.-Manager .....Cornwell Jackson
Vice-Presidents.....Hal Kuhl, Norman Blackburn.

410 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 0303
Vice-President and General Manager, Henry T. Stanton
Radio Director.....Harold R. Rorke
Radio Tele Time Buyer.....Margaret Wylie

320 Calif. St., San Francisco, Calif.
Phone Garfield 3510
V.P.-Manager .....Arthur Farlow
Radio Director.....Henry M. Jackson
Radio Time Buyer.....Frances Young

645 South Flower St., Los Angeles 36, Calif.
Phone Madison 2661
General Manager.....Robert B. Shirey
Radio Time Buyer.....Jane Hubert

Radio Accounts—Atlantis Sales Corp., P. Ballantine & Sons, Bowman Dairy Co., Bateman, Eichler & Co., Eastman Kodak Co., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, General Cigar Co., Glass Container Manufacturers' Institute, J. T. Hardman Hat Company, Johns-Manville Corp., Kraft Foods Co., Langendorf United Bakeries, Inc., Lever Brothers Co., Libby, McNeill & Libby, Linwood Poultry Co., Northern Trust Co., Pan American World Airways, Penick & Ford, Ltd., Inc., Planters Nut & Chocolate Co., RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Southern California Citrus Foods, Standard Brands Inc., Swift & Co., Ward Baking Co., Washington State Apple Commission, Weco Products, The J. B. Williams Co.

J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-2626
ANPA—AAAA—PPA—APA—NOAB—ABP

President.....Jack D. Tarcher
Vice-President.....George R. Marek
Vice-President.....E. C. Ridley
Space Buyer.....W. W. Kirchert
Production Manager.....Jay R. Wieder
Art Director.....Dave Block
Copy Chief.....Ben E. Laitin
Research Director.....Leonard Tarcher
Acct. Execs.....Jack D. Tarcher, George R. Marek, E. C. Ridley, K. N. Whatmore.

Radio Accounts—Benrus Watch Co., Frank H. Fleer Corp., McKesson & Robbins, Inc., Personna Blade Co., Seeman Bros., Inc., Julius Wile Sons & Co.

TIMELY ASSOCIATES, INC.

70 East 45th St., New York 17, N. Y.
Phone MU 4-0286
ABP—ANPA

President.....Daniel R. Prosnit
Secy.-Treas.....Hubert K. Simon

Radio Accounts—Progressive Life Ins. Co., Coro, Inc., Jacques Kreisler Mfg. Corp., Shiman Bros. & Co., Inc., Solon Palmer, New Rexbilt Leather Goods Corp., Axel Bros., L. & H. Stern, Inc.

ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.
Phone Mitchell 2-2561
ANPA—PPA

Owner; Space Buyer.....A. F. Tokar
Radio Dir. & Buyer Radio Time...N. Tokar
Acct Execs.....Allan Pattiner, M. E. Bach

ARTHUR TOWELL, INC.

505 Insurance Bldg., Madison 3, Wisc.
Phone Fairchild 870
ANPA—PPA—APA

President.....Arthur Towell
Radio Director.....Edward R. Kirley

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-4404
ABP—NOAB—ANPA—PPA—APA

Chairman.....Wm. Irwin Tracy
President.....Frank S. Kent
V.P. & Art Dir.....Hugh Donnell
Sec. & Treas.....George M. Pease
Asst. Sec. & Treas.....Philip A. Baecker

Radio Accounts—B. Fischer & Co. (Astor Coffee), John Opitz, Inc. (J-O Paste), Salad Products Corp. (Lettuce Leaf Salad Oil), The Taylor-Reed Corp. (Q-T Pie Crust), Vita Candy & Baking Co. (Charge Dog Candy), Parsons Ammonia Co., Inc. (Household Ammonia), Chas. Schaefer Corp. (Beer).

TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Tex.
Phone R-8655
AAAA—ABP—NOAB—ANPA—PPA—APA—ABC—SAAA—BMB—SNPA

President.....Raymond P. Locke
Vice-Presidents.....Morris Hite, Monty Mann, G. G. Addington, Dan Gillean, J. W. Moffett
Treasurer.....J. H. Wellenkamp
Secy.....R. H. Robins
Head Time Buyer.....Monty Mann
Time Buyer.....E. Parker
Auditioner.....Bob Glassman
Account Managers.....Raymond P. Locke, Morris Hite, Dan Gillean, Scott Leonard, Ernest Lovan, J. W. Moffett, G. D. Addington

Radio Accounts—Dr. Pepper Co., Burrus Mill & Elev. Co., Imperial Sugar Co., Byer-Rolnick Co., Republic Nat'l Bank, Dallas, Mrs. Baird's Bread Co., Dallas, Borden Co., Southern Div.

TUDOR ADVERTISING AGENCY

299 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 2-6653

President & Prod. Mgr.....W. Scott
Secretary.....H. J. Miller
Treas. & Art Director.....H. Silverman
Radio Director.....L. Maris

UNITED STATES ADVT. CORP.

612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466
ANPA—PPA—APA—NOAB

President.....J. C. Ewell
Radio Director.....A. J. Englehardt

Branch Office
520 Madison Ave., Toledo 4, Ohio
Phone Main 8205

VALLEY ADVERTISING CO.

113 W. 4th St., Weslaco, Tex.
Phone Weslaco 175
PPA

Pres., Treas., Radio Dir., Radio Time Buyer & Space Buyer.....J. D. Grafton
Vice-President.....E. S. Grafton
Secretary.....R. B. Blancett
Art Director.....L. Blancett
Production Manager.....F. Schultz

Radio Accounts — Borderland Citrus Groves, Valley Grande Academy.

VICTOR VAN DER LINDE, INC.

683 Fifth Ave., New York 22, N. Y.
Phone ELdorado 5-7085

President.....Victor van der Linde
Vice-President.....Charlotte Rains

Radio Accounts—Dolcin Corporation, Mottlage Foods, Inc., James McCreery, L. Bamberger & Co., Dolcin Limited, Dolcin (Great Britain) Ltd., Street & Smith, Suburban Propane Gas Corp.

JOHN B. VAN DOMELEN, AGENCY

322-326 Federal Square Bldg.,
Grand Rapids 2, Mich.
Phone 9-3453-4
PPA

Owner & Space Buyer....J. B. Van Domelen
Prod. Mgr. & Radio Dir.....E. J. Logie
Acct. Exec.....R. F. Doornink, J. Newberry

VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3122
NOAB—PPA—APA

President.....C. E. Van Hecker
Account Exec.....W. F. Barkow
Account Exec. & Space Buyer....F. J. Guzik
Radio Accounts—Local Loan Co., Pyroil Co.

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400
AAAA—ABP—ANPA—PPA—NOAB
APA—ABC

President & Treasurer.....Wilbur Van Sant
V.P. & Plans Dir.....J. P. Daiger
V.P. & Acct. Exec....R. E. Daiger, H. G. Erck, F T. C. Quinn, C. M. Buchanan.
Space Buyer.....G. M. Talbot
Radio Accounts — National Spot: Sherwood Brothers, Inc., The Crosse & Blackwell Co., H. J. McGrath Co., Rice's Bakery, The Wm. Schluderberg.

VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.
Phone MUrray Hill 5-4686
ABP—PPA—APA

President .....J. M. Russakoff
General Manager.....A. M. Ragonetti
Art Director.....Frank Haase
Media .....Ed Burns

VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio
Phone Parkway 6078
ABP—ANPA—APA

President & Space Buyer.....B. W. Brown
Vice-Pres. & Space Buyer.....B. Venable
Vice-President.....G. L. Service
Sec'y-Art Dir. & Prod. Mgr....P. R. Harrover
Treas. & Buyer Radio Time...D. B. Mescher
Acct. Execs.....B. Venable, G. L. Service, B. W. Brown.

WADE ADVERTISING AGENCY

20 N. Wacker Dr., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

President.....Albert G. Wade
Exec. V.P.-Radio Director.....W. A. Wade
Radio Time Buyer.....L. J. Nelson
Secretary-Treasurer.....E. N. Nelson
Production Manager.....Kenneth Banes
Account Executives.....Booth Luck, P. C. Lund.
Radio Accounts—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Wear Proof Mat Co., Hoover Liniment Co., Haskelite Mfg. Corp., Wait-Cahill Co.

HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone Hemlock 1151
ABP—APA—AAAA—PPA—ANPA

President .....H. Wagenseil
Secretary-Treasurer.....G. Wagenseil
Production Manager.....W. J. Staggs
Art Director.....E. Hageman
Copy Chief.....S. H. Jack
Radio Director.....F. R. Harwood
Public Relations.....G. W. Young
Account Executive.....W. H. Ford

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900
ANPA—ABP—PPA—APA—CAN

President.....William S. Walker
Vice-Presidents.....Benjamin I. Davis, Jr., C. P. Richardson.
V.P. & Director.....R. C. Woodruff
Radio Contact.....William G. Beal
Producers.....Victor Maitland, T. Blair Wallace, Fred L. Newmeyer

Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor.....Victor Seydel
Radio Accounts—Duquesne Brewing Company, Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Vimco Macaroni Company, Clearfield Fur Company, Mail Pouch Tobacco Co., Colonial Biscuit Company, Sterling Oil Company.

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462

Manager.....C. L. Collette

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC

President.....Ward Wheelock
Vice-Pres.-General Mgr.....Arthur A. Bailey
Vice-Presidents.....Robert Y. Brown, Walter L. Stocklin, Ralph K. Strassman, William R. Farrell.
Secretary-Treasurer.....William A. Dunn
Dir. Radio Dept.....Diana Bourbon

Branch Offices

444 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7120
Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Phone Hillside 9221
Radio Director.....Diana Bourbon
Radio Account—Campbell Soup Co.

WILLIAM WARREN AGENCY

122 E. 42nd St., New York 17, N. Y.
Phone LExington 2-1795
PANY

Owner.....H. Solow, Sr.

Art Director.....A. D'Amato
Copy Chief.....N. Kronfeld
Media Dir. & Radio Time Buyer
H. Solow, Jr.
Radio Director.....R. N. Thomson
Television Director.....S. P. Jackson
Personnel Director.....Wm. Warren Solow
Radio Accounts — Alexander Stores, Inc., Amalgamated Bank of N. Y., Brooklyn Professional Football Club, Flag Pet Food Corp., Herberts Blue White Diamonds, Pic Magazine, Strauss Stores, Inc.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585
AAAA—ANPA—PPA—ABP—ABC
APA—NOAB
President.....H. Paul Warwick
Vice-Presidents.....Henry Leggler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson, C. E. Staudinger.
Radio Director.....Tevis Huhn
Branch Office
6331 Hollywood Blvd., Hollywood 28, Cal.
Phone Hempstead 8163
Radio Director.....Cecil Underwood
Radio Accounts—Pabst Sales Co., Equitable Life Assurance Society of the U. S., Farnsworth Television & Radio Corp.

ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
AAAA—ABP—ANPA—PPA—
SNPA—NOAB—OAAA
Chairman of the Board.....Louis R. Wasey
President.....Howard D. Williams
Treasurer.....James F. O'Connor
V.P. & Radio Tele Dir.....C. H. Cottington
Asst. Radio Director.....Joe Brattain
Time Buyer.....Keith Shaffer
Radio Producers.....Charles F. Lowe, John Halpern
Branch Offices
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Vice-President.....L. R. Northrup
5225 Wilshire Blvd. Los Angeles, Calif.
Phone Webster 3-5125
Vice-Presidents.....C. H. Cottington, Bennett Bates
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223
Vice-President.....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Okla. City 2-0603
Vice-President.....Harold Halsell
749 Yonge St., Toronto, Canada
Randolph 5187
Vice-President.....Ralph Lawson
Radio Accounts—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills Co., Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., Primrose House, Inc., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saterlee Co., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc.

NORMAN D. WATERS & ASSOCIATES, INC.

6 E. 39th St., New York 16, N. Y.
Phone MU 5-8950
ABP—PPA—NOAB—ANPA
President.....Norman D. Waters
Vice-President.....Charles H. Whitebrook
Secretary.....E. L. Waters
Treasurer.....H. L. Waters
Radio Director.....Louis Landesman

WATTS, PAYNE ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone 3-8108
ABP—APA—SAAA—SNPA
President.....Don Watts
Vice-President.....Leslie S. Hauger
Secretary-Treasurer.....Oscar Payne
Account Executive.....Don Dyer
Production Manager.....S. B. Snyder
Art Director.....Harold Carloss
Time Buyers....Don Watts, Leslie S. Hauger
Continuity.....M. J. Smith
Branch Offices
1801 San Jacinto, Dallas, Texas
Phone Riverside 5625
Manager.....Burke Gilliam
Account Executive.....R. S. Hauger
319 *Central Building, Wichita, Kansas*
Phone 3-5200
Manager.....Howard Whitehead
Radio Accounts—Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Tennessee Dairy, Jif-O-Wax, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Good Luck Oil Company, Arnholz Coffee.

TUCKER WAYNE & CO.

Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701-2
ANPA—PPA—APA—ABP—SNPA
NOAB—AAAA
President.....Tucker Wayne
Vice-Pres. & Radio Talent.....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director.....D. D. Connah
Radio Accounts—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
AAAA—APA

Owner & Chief Radio Buyer..Luther Weaver
Director of Radio.....Luther Weaver

Radio Accounts—Minnesota Federal Savings & Loan Association, Twin City Wholesale Grocer Co., T. Ruben, Inc.

R. W. WEBSTER ADVERTISING

816 West 5th St., Los Angeles 13, Calif.
Phone Trinity 2153
APA

President.....R. W. Webster
Treasurer.....Irene Boyle
Space & Time Buyer.....Jeanne Messner
Production Mgr.....Richard L. Hixon
Art Directors.....Robert Magee, James N. Hastings
Account Executives....Joy Garrison Berghell, Vaughn Shedd

JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18th St., Harrisburg, Pa. (Box 1024)
Phone 4-1808
AAAN

Pres. & Space Buyer.....J. P. Weidenhamer
Sec'y-Radio Dir. & Buyer Radio Time N. H. Weidenhamer
Treas. & Prod. Mgr.....F. F. Bratten
Art Director.....D. H. Bates

Radio Accounts—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

ARMAND S. WEILL CO.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250
ABP—ANPA

President.....Armand S. Weill
Exec. V. P.-Treas.....Harold C. Desbecker
V.P. & Radio Dir.....Robert K. Weill

Radio Accounts—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

MILTON WEINBERG ADVT. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone Tucker 4111
ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg
Media Director.....E. Cousino
Radio Director.....W. H. Krauch

Radio Accounts—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

WILLIAM H. WEINTRAUB & CO.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-4282
ANPA—PPA—NOAB

President.....William H. Weintraub
V.P. & Gen. Mgr. .....John D. Scheuer
Exec. V.P. .....Elkin Kaufman
V.P. in Chg. Radio .....Harry Trenner
V.P. & Copy Chief .....Kennon Jewett
Treasurer .....William Gallow
Research Dir. .....Dr. Leon Arons
Radio Director.....Theo. Gannon
Media Director .....William Gallow
Production Manager .....Norman Bertels

Radio Accounts—Anchor Hocking Glass Corp., Helbros Watch Co., Frank H. Lee Co., Seeman Bros., Inc. (Air-Wick), Trimount Clothing Co, Inc., Wings Skirt Co., Nutri Cola, International Corp. (spot).

WALTER WEIR, INC.

250 W. 57th St., New York 19, N. Y.
Phone COlumbus 5-0744

President.....W. Weir
Vice-President.....G. Baird
V.P. & Acct. Exec.....W. B. Downes
V.P. & Art Director.....A. E. Macon
Sec'y. & Treas.....M. B. Solomon
Prod. Mgr.....R. E. McKean
Account Executive.....Meyer Sacks

Radio Accounts—Federation for Railway Progress, Wyler Watch Agency.

WEISS & GELLER, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA—NOAB

President .....Max A. Geller
Media Director & Radio...Lester J. Mallets
Copy Director.....Peter Artzt
Production Manager.....Sally Green
Account Executive.....Joseph H. Curtis
Space Buyer & Office Mgr.....Max Tendrich

Radio Accounts—Columbia Pictures Corp., Albert Ahlers, Inc., Nedick's Inc., Rensie Watch Co., Inc., United Artists Corp., Truval Mfrs., Flagstaff Foods.

JOSEPH R. WEISSER, CO.

101 Tremont St., Boston 8, Mass.
Phone Hancock 1214-5-6

President & Treasurer.....J. R. Weisser
Secretary.....H. F. Smith
Art Director.....H. Rowe
Production Manager.....P. Iandoli
Copy Chief & Radio Time Buyer.S. L. Owens
Space Buyer.....M. Golden

WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-5978
ANPA—PPA

Owner .....Ed L. Wertheim
Manager .....Ed T. Wertheim
Account Executives .....M. George, E. Taylor Wertheim.

WESTHEIMER & CO.

315 North Seventh St., St. Louis 1, Mo.
Phone Garfield 4080
ABP—NOAB—ANPA—PPA—APA

President.....Louis E. Westheimer
Vice-Pres. & Copy Chief.Samuel Westheimer
Vice-President.....Wm. H. Mullgardt, Wm. M. Wider, Emma D. Brohr.
Assistant Executive.....Barbara Block
Production Manager.....Earl Torloting
Time & Space Buyer.....Julia Ballweg

Radio Accounts—Schutter Candy Co. (Old Nick & Bit-O-Honey candy bars), Centlivre Brewing Corp., Sears, Roebuck & Co. (St. L.), Schneider Jewelry Co., Bettendorf's Super Market, Vatterott Realty Co., Staten Island Cleaners, St. Louis County Tile Co., Peter Eckrich & Sons (Packing), Tiptop, Inc. (Kiddie Cookies), Snow Crop Frozen Foods Co., Big 4 Chevrolet Co., Valley Farm Dairy Co.

WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone 4677
ABP—ANPA—PPA—NOAB—APA

President.....Wells H. Barnett
Vice-President.....Phillips Taylor

Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Vice-Presidents.....A. C. Barnett, M. C. Swartz

Radio Accounts—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

TOM WESTWOOD ADV. AGENCY

416 West 8th St., Los Angeles 14, Calif.
Phone TRinity 8496-7

Owner & President.....Tom Westwood
Time Buyer.....Callie B. Wilkerson
Traffic Dept.....Agnes Bennett

Radio Accounts—Hebrew-Christian Hour, Wings of Healing, Voice of China.

FRANK E. WHALEN ADV. CO.

15 W. 10th St., Kansas City 6, Mo.
Phone, Victor 7200
ANPA—PPA—APA—ABP—NOAB

President & Time Buyer.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Account Executives.....L. P. Staples, W. F. Pralle, S. Williams.

WAYNE G. WILLIAMS ADV. AGENCY, INC.

605 W. Washington Blvd., Chicago 6, Ill.
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Covering The Field Of Radio—Television-FM

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Without meaning to detract in the least from your effort, I do want to call to your attention the fact that I work for and get paid by Pillsbury Mills and not General Mills.

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MONTHLY. 1270 - 6th Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Alex H. Kolbe, Publisher; Nat Boolhack, Editor. BRANCH OFFICE: O. A. Feldon & Associates, 185 N. Wabash Ave., Chicago 1, Ill. Phone, Dearborn 5272. O. A. Feldon, President.

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Radio Life

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, HIllside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; Gene Jones, Advertising Manager; Joan Buchanan, Feature Editor; Ray Wheeler, Art Editor; Hal Julian, Log Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif. Phone, SUtter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

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Radiomonde

WEEKLY. 1434 St. Catherine West, Montreal, Can. Phone, Pl. 4186. Marcel Provost, Managing-Editor.

Radio News

MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, WIsconsin 7-0400, Mgr. Eastern Div., Charles R. Tighe; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, Tucker 9213, Wm. L. Pinney, Western Advt. Manager; National Press Bldg., Washington, D. C., Fred Hamlin, Washington Editor.

Radio Showmanship

MONTHLY. 5841 North 16th St., Phila. 41, Pa. Phone, HA 4-9345-54-56. Leonard Martin Fox, Publisher; Sol Shulman, Editor. BRANCH OFFICES: 412 S. Rampart Blvd., Los Angeles 5, Calif. Phone, Drexel 6097, Gene Lopoten, Rep.

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Musical Courier's international coverage, features, special departments for piano, voice and organ, dance, recordings, ballet, motion pictures, radio and television, and interviews with leading musical personalities have been of vital interest to professional, student and layman alike for the past 68 years. Now that music is assuming an even more important role in American life (thanks to the film and radio), Musical Courier is still more necessary to all music-lovers.

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To the Radio Stations of America —

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To all of you—once again—our heartfelt thanks. We look forward to many more years of pleasant and profitable association.

B·U·L·O·V·A

WATCH COMPANY

America Runs on Bulova Time

NETWORKS

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NATIONAL

卍

REGIONAL

6 BIG REASONS why you'll sell more in '48 with WMT * in Eastern Iowa

"...the station of the stars" is your best bet to cover Eastern Iowa's Twin Markets.

You get:

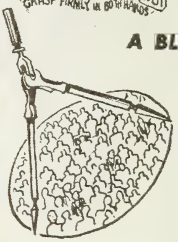
A WEALTHIER MARKET

Iowan wealth is the highest per capita in the U.S.A. ($4,322: almost *twice* the national average!)

A RADIO-CONSCIOUS MARKET

Even Iowa's farms have more radios than do farms in other states. Iowans depend on their radio for news and other public service as well as for entertainment.

A BLANKETED MARKET

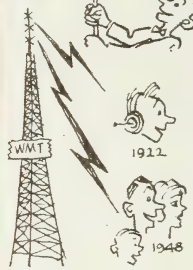


WMT reaches the largest primary area in the state at the lowest rate per radio family . . . 1,131,782 persons within the 2.5 MV line, greater than any other Iowa station.

A BALANCED MARKET

Smokestacks are going cornstalks better than 50-50 in Iowa. Income is almost evenly divided between city and farm.

A LOYAL MARKET

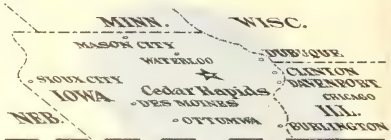


Eastern Iowans on city and farm have been listening to WMT for more than a quarter of a century. *Because* WMT brings them programs they like!

THE UNIQUE MARKET

Only WMT delivers CBS Network shows to Eastern Iowa. And only these shows, plus WMT's fine local programs, deliver the prosperous twin market audience to you.

Get on WMT and get your share of the millions WMT listeners will spend in '48



WMT
CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Ask your Katz man for details

MARK WOODS
President

American Broadcasting Company

TO borrow an expression from the armed services, 1947 for the American Broadcasting Company was a most interesting "testing and proving ground."

During the year our network established and developed its theory of "planned programming"—of the presentation in prime listening time broadcasts intended to appeal to and hold the interest of a large, continuing audience and so to give the advertiser the benefit of a cumulative audience response. Exemplifying this theory was our rearrangement of the Tuesday night listening pattern to offer, in contiguous time periods, such programs as "Youth Asks the Government"; "America's Town Meeting"; the Boston Symphony; and "Labor USA" in which both labor and management can offer their views on current problems affecting the nation.

Similarly, we realigned our Wednesday night schedule to offer in the same way such outstanding programs as "Mayor of the Town"; "Vox Pop"; "Abbott and Costello"; "Groucho Marx"; the Bing Crosby and the Henry Morgan programs to make that night a top listening "must."

We intend, in 1948, to extend and amplify this system of programming; but we certainly do not feel that we or any other network has yet hit upon a formula which will answer all the demands of an ideally balanced program schedule. To my way of thinking, that ultimate will never be reached. From the standpoint of the listener, ideal programming would offer hour after hour of similar broadcasts—music, drama, variety. But we have also the problem of the advertiser, who naturally wants something different to attract an ever greater audience and thus attain a wider market for his product. I feel that there must always be a compromise point between the ideal of the advertiser and that of the listener and I feel that we have made an excellent approach to what might be termed an ideal compromise.

During the past five years, the network has more than doubled its coverage in the leading markets of the nation. At the close of the year, our affiliates numbered 265, carefully selected to further the network policy of giving our advertisers coverage of listeners and not merely of territory. Among the leading developments in the station field during 1947 was the operation of our owned and managed outlet in San Francisco, KGO, as a fifty kilowatt station as of December 1, making it the most powerful outlet on the West Coast between the Canadian and Mexican borders.

During the year we also received television and FM grants in the five cities where we currently own and operate standard band stations—New York, Chicago, Detroit, Hollywood, and San Francisco. Television sites have been acquired in all cities and sometime in 1948 we expect to begin television operations, probably starting on the West Coast. It is probable that in the coming year we will also begin FM operation in connection with one or more of our owned and operated stations. In this connection, I should like to say that when we do begin FM operations, it will be through duplication of programs already being broadcast on our AM stations. We believe that only in this way can FM be developed to its full stature. It is not a separate industry and we think it cannot be developed as such.

To return to 1947 for a moment, the year saw a substantial number of new-to-radio advertisers using the facilities of our network, one result of which was that ABC was completely sold out during the 9 a.m. to 6 p.m. period, Wednesday and Friday nights completely sold and comparatively little prime time available elsewhere.

No sir, I think that the coming year will be a good one for all advertising media and that radio will have its equitable share of the advertising budget of the manufacturer intent on selling products. While operating costs are steadily rising, we at ABC feel that we have no reason to look toward 1948 with anything but an optimistic outlook for the progress of our company.

AMERICAN BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1948

CASTING COMPANY

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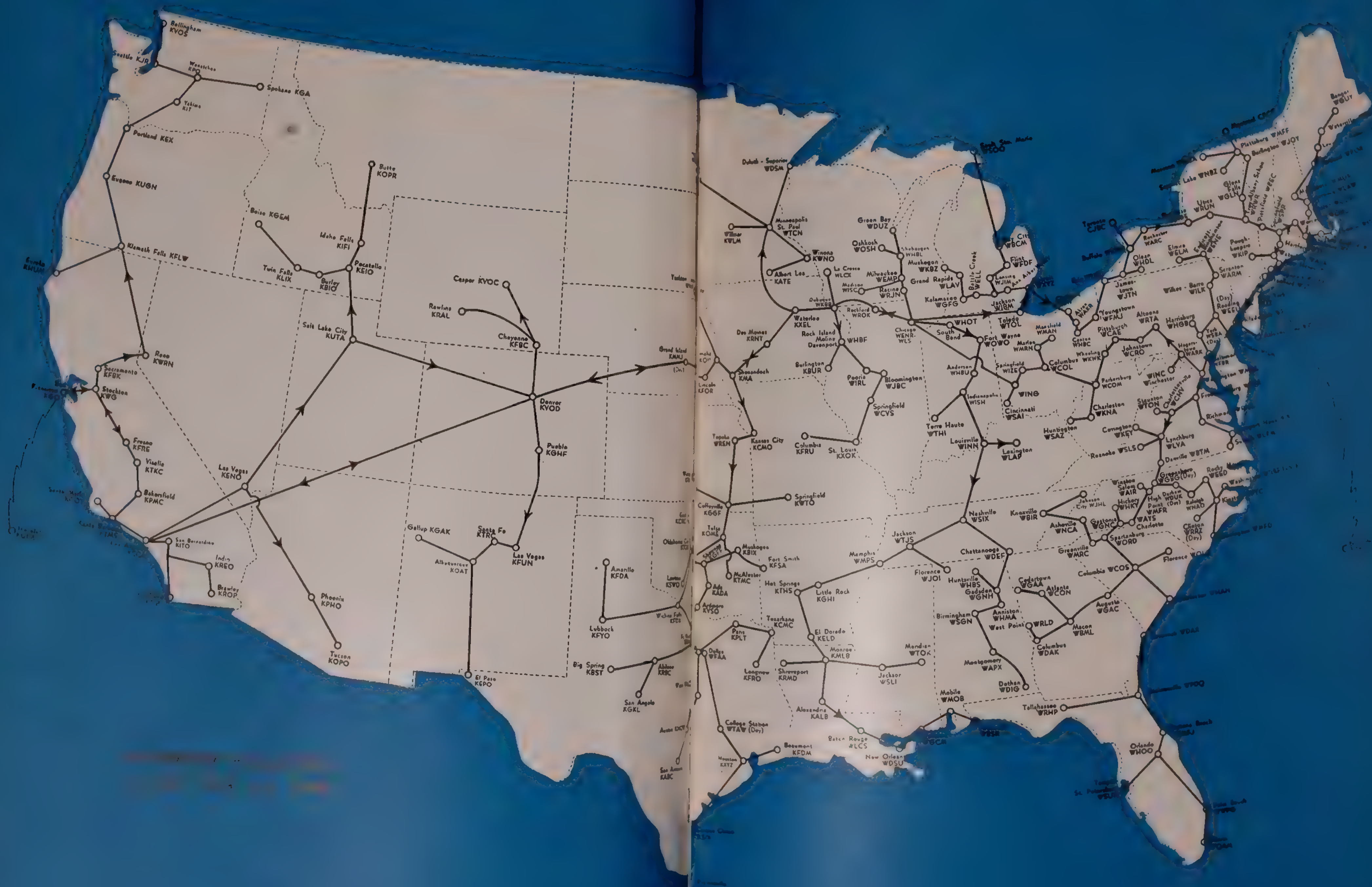

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AMERICAN BROADCASTING CO., INC.

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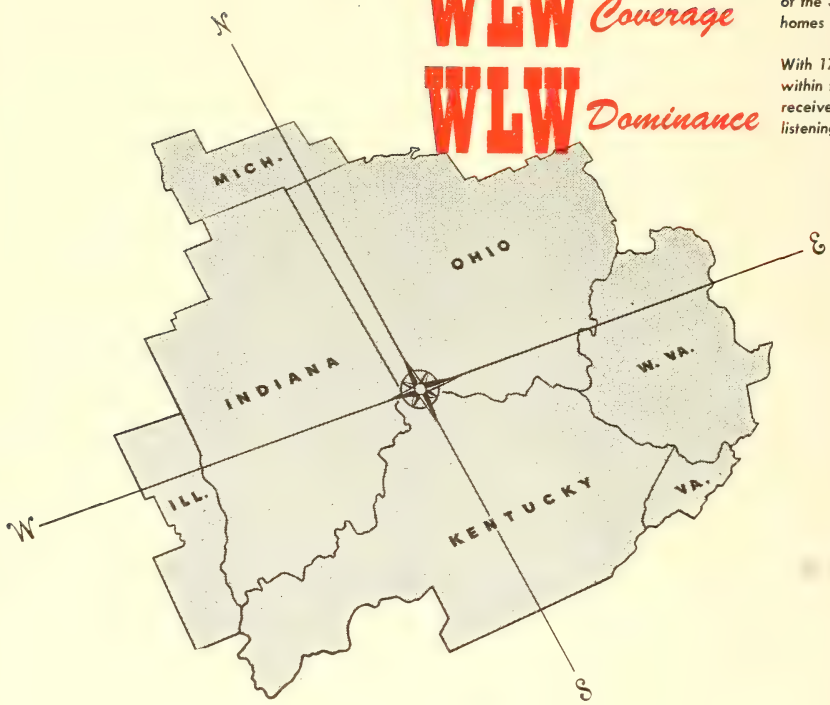
WXYZ, Detroit.....Owned and operated by ABC
WENR, Chicago.....Owned, operated and represented by ABC
KECA, Los Angeles.....Owned and operated by ABC
KGO, San Francisco.....Owned, operated and represented by ABC
WMAL, Washington.....Owned by Evening Star Publishing Co. Represented by ABC

WLW *Coverage*
WLW *Dominance*

In four weeks WLW reaches 81.2% of the 3¼ million radio homes within this area . . .

With 175 stations heard within the area, WLW receives 19.3% of all listening to all stations



Look at the figures in that headline again.

They reveal the tremendous impact of The Nation's Station within the WLW Merchandise-Able Area, as shown by the Nielsen Radio Index for February-March, 1947.

During the four measured weeks of listening, WLW reached more than four-fifths—81.2%— of the 3¼ million radio homes within the area, between 6 AM and midnight. *That's coverage!*

During the same four weeks, a total of 175 stations received listening within the area, yet WLW received one-fifth—19.3%—of *all* listening to *all* stations. *That's dominance!*

How much did these homes listen? Taking all 3¼ million radio homes within the area, WLW received an average of 375 minutes of listening per home per week between 6 AM and midnight. But, among that 81.2% of the homes which were classified as WLW listeners, the average was 550 minutes of listening to WLW per home per week between 6 AM and midnight. *That's penetration!*

These are just a few of the vital facts revealed by this NRI study. For complete details—and for the figures on the 15 leading competitive stations —contact the WLW Sales Office in Cincinnati, New York or Chicago. On the West Coast, the Keenan & Eickelberg offices in Los Angeles, San Francisco, and Portland will be glad to serve you.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

CROSLEY BROADCASTING CORPORATION

FRANK STANTON
President

Columbia Broadcasting System

UNLESS I miss my guess 1948 will go down in the books as the most significant year in the history of American radio to date.

Let's take a look at the problems that the radio industry faces during the next 12 months.

First, there is the problem of prompt acceptance of a strong code for the self-regulation of the industry. At CBS we have given full endorsement to the NAB code proposed last September in Atlantic City. And we will give our full endorsement and active support to any revised code that retains what we believe are adequate safeguards of the public interest. We are hopeful that the nation's broadcasters will work out such an agreement and have it in effect well before the end of 1948.

Second, there is the matter of new legislation to amend the Federal Communications Act of 1934. Hearings began in 1947 on the White Bill. Further legislative action is expected during the coming year. The industry should welcome this new opportunity to urge enactment of its fundamental belief that radio should be as free as the press and motion pictures.

At the same time, on another front there is the matter of freedom for editorial expression on the air. This Spring the Federal Communications Commission has scheduled hearings on the right of broadcast licensees to "editorialize." The resolution of this important issue may well have great impact on the whole future of broadcasting.

As this is being written, an urgent and immediate problem is the negotiating of a new contract between the American Federation of Musicians and the radio industry. There are many compelling reasons why this should be settled with dispatch. The immediate future of FM is at stake here. The reappearance of live musicians on television programs is essential to the successful development of this newest medium of mass communication. The output of the recording and radio industries is now so closely interwoven that anything affecting the output of one is bound to have a direct effect on the other. A prompt settlement of these issues on a basis equitable to all, while not easy to encompass, is vital to broadcasting's growth in 1948.

Audience research should come in for hard examination this year. Today's product will not do for tomorrow. It's inadequate and too costly.

And, of course, the problem that overshadows all others is the constant need of improved programming. Here bold steps must be taken if we are to increase radio's position in the American community.

During the past year, at CBS we placed the greatest emphasis on our product. Our program operations, both in Hollywood and New York were significantly intensified. And the new year finds Columbia with the largest program department in the industry.

We plan to launch in 1949 a number of new and, we believe, exciting entertainment programs. Several new and richly talented personalities will be brought to CBS microphones. We plan that Columbia-built programs—CBS' own "package" shows—will continue to be the focus of attention.

A series of significant reports on today's problems and institutions are planned for Columbia's Documentary Unit, which recently rounded out its first full year of operation.

A new code, an amended radio act, the reappearance of live music on FM and television, improved listener research, new and fresh programs—these are now problems confronting us.

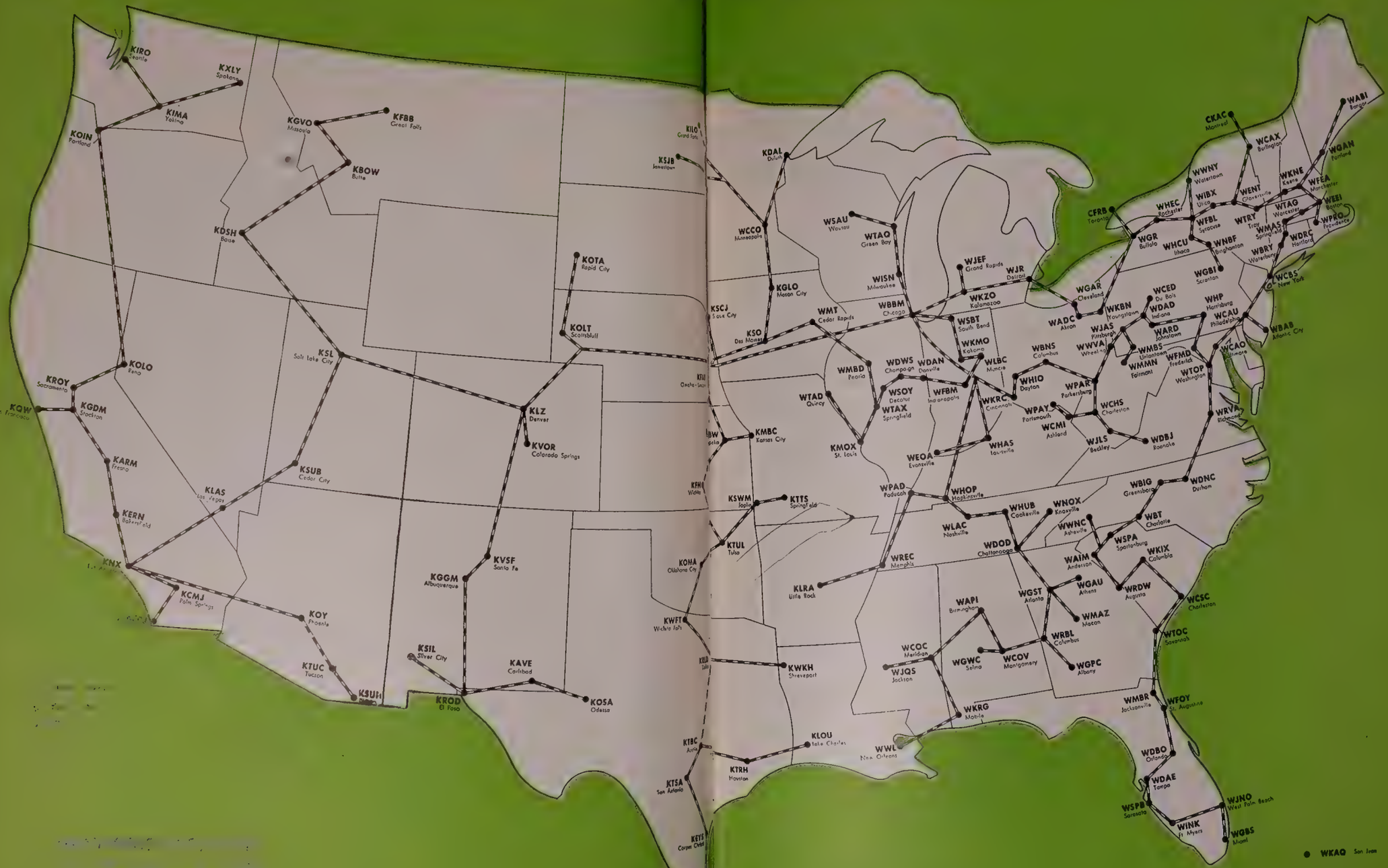
They can become achievements of 1948.

COLUMBIA BROAD

NETWORK FACILITIES AS OF JAN. 15, 1948

CASTING SYSTEM

COLUMBIA BROADCASTING SYSTEM



COLUMBIA
Broadcasting System, Inc.

Executives and Staff
485 Madison Avenue, New York 22, N. Y.
Telephone: WIckersham 2-2000

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin
J. A. W. Iglehart, Jr.
Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley
Joseph H. Ream
Dorsey Richardson
Frank Stanton
Herbert Bayard Swope
Frank K. White

General Counsel .....Rosenman, Goldmark, Colin & Kaye.

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Joseph H. Ream.....Executive Vice President
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Vice President and General Executive
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Vice President and General Executive
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Vice President in Charge of Station Relations
H. Leslie Atlass
Vice Presideent in Charge of Central Division
Earl H. Gammons
Vice President in Charge of Washington Office
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Vice President in Charge of Sales
L. W. Lowman.....Vice President
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Vice President and Director of Public Affairs
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Vice President and Director of Programs
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Secretary & General Attorney
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Assistant to the Chairman of the Board
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Edward Saxe .....Executive Assistant
J. L. Van Volkenburg
Director of Station Administration

DEPARTMENTS AND DIVISIONS

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S. R. Dean.....Treasurer and Comptroller
William J. Flynn.....Assistant Comptroller
L. C. Merrick.....Assistant Comptroller
Sophie Hinze.....Cashier

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Acting Director of Construction and Building Operations
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Gilson Gray.....Director of Editing

Music Copyright Department

W. Clark Harrington.....Director

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John Christensen.....Chief Engineer
J. W. Wright.....Chief Radio Engineer
H. A. Chinn.....Chief Audio Engineer

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Director of Engineering Research and Development
Paul H. Reedy.....Chief Engineer
John H. Martin.....Executive Assistant

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Secretary and General Attorney
Kenneth L. Yourd.....Senior Attorney

Mail, File and Mimeograph Department

Albert H. Bryant.....Manager

Network Sales Department

William C. Gittinger....V.P. in Charge of Sales
John J. Karol.....Sales Manager
William J Fagan.....Administrative Manager
Allyn Jay Marsh.....Assistant Sales Manager
Charles H. Smith.....Market Research Counsel
Charles E. Midgley, Jr.....Sales Service Manager
Chicago Office Network Sales,
410 North Michigan Avenue
W. Donald Roberts.....Western Manager
Detroit Office Network Sales
Fisher Building
Joseph Spadea.....Manager

Personnel Relations Department

Howard L. Hausman
Director of Personnel Relations
Joseph H. Jackson.....Personnel Manager
Willard J. Stevens..Assistant Personnel Manager
Robert Kalaidjian.....Employment Manager

Program Department

Hubbell Robinson, Jr.
Vice President and Director of Programs
Davidson Taylor
Vice President and Director of Public Affairs
William Fineshriber
Gen'l Mgr. of Program Dept.
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Executive Producer in N. Y.
Ernest Martin
Director of Network Programs, Hollywood
Werner Michel
Assistant to the Director of Programs
Gerald F. Maulsby
Assistant to the Director of Public Affairs
Robert J. Mann
Director of Commercial Program Development

General

Lyman Bryson.....Counselor on Public Affairs
Marjorie Morrow.....Casting Director

Talks Division

Helen Sioussat.....Director of Talks

News Division

Wells Church.....Director of News Broadcasts
Henry Wefing
Assistant Director of News Broadcasts
Lee Bland.....Director of Special Events
Theodore F. Koop.Director of News, Washington

News Editors

Edward Bliss — Robert Skedgell
George Herman — Dallas Townsend
Lee Otis — Joseph Wershba

Foreign Correspondents

Allan Jackson, Howard K. Smith.....London
David Schoenbrun.....Paris
Steven Laird.....Berlin
Bill Costello.....Tokyo
George Polk.....Cairo

Sports Division

Walter Barber.....Director of Sports Division
John Derr...Assistant Director of Sports Division
Judson Bailey.....Sports Writer & Researcher

Program Writing Division

Robert J. Landry
Director of Program Writing Division
Elwood Hoffman,.....Script Editor
Mortimer Frankel.....Associate Script Editor
James Hart.....Associate Script Editor
Charles Monroe.....Associate Script Editor

Serious Music Division

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Supervisor of Serious Music Division
Lucile Singleton
Supervisor of Vocal Auditions and Manager of Script and Record Library

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Larry Puck
Director of Popular Music Division and Talent Scout

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Leon Levine....Assistant Director of Education
Elinor Inman....Director of Religious Broadcasts
John Pfeiffer.....Science Director

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R. R. Ray....Assistant to Director of Operations
Will Bratter..Assistant to Director of Operations

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Julius Mattfeld.....Director of Music Library

Network Operations Division

Horace Guillotte
Manager of Network Operations

Program Typing Division

Harriet Hess.....Supervisor of Program Typing

Sound Effects Division

Davidson Vorhes
Manager of Sound Effects Division

Technical Operations Division

Henry Grossman
Director of Technical and Building Operations
R. G. Thompson
Manager of Technical Operations, Eastern Division

Building Operations Division

Walter Pierson.....Manager

Traffic Division

Hugh A. Cowham
Commercial Engineer in Charge of Traffic
A. H. Petersen.....Traffic Manager

Press Information

George Crandall.....Director
Arthur Perles.....Assistant Director
Michael Foster
Manager Trade and Feature Division

Michael Boscia.....Manager of Operations
Walter Seigal..Manager of Photographic Division
Anne Harding.....Manager of Service Division
Harry Feeney, Jr.....Trade News Editor
Dorothy Leffler...Manager of Magazine Division
Charles F. Pekor, Jr.....Asst. to the Director

Purchasing Department

John E. Forsander.....Purchasing Agent

Radio Sales

Carl J. Burkland.....General Sales Manager
H. A. Carlborg
Eastern Sales Manager, New York
Wilbur S. Edwards
Western Sales Manager, Chicago
H. H. Holtshouser
Southern Sales Manager, Atlanta
John Brumbach
Manager of San Francisco Office
L. D. Larimer
Manager of Los Angeles Office
William Ogden.....Manager of Detroit Office
Richard Hess
Supervisor of Research for Radio Sales and C-O Stations
Thomas B. Ellsworth
Director of Promotion for Radio Sales
Emmett Heerdt.....Manager of Sales Service

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Elmo C. Wilson.....Director of Research
Oscar Katz.....Associate Director of Research
Edward Reeve.....Chief Statistician
Harper Carraine.....Chief Quantitative Analyst
Tore Hallonquist
Chief of Program Analysis Division

Reference Department

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Director of CBS Reference Department
Stanford Mirkin
Manager of Program Research Division
Agnes Law.....Librarian

Sales Promotion and Advertising Department

Victor M. Ratner
V.P. and Director of Sales Promotion and Advertising
Thomas D. Connolly
Director of Program Promotion
Louis Hausman
Manager of Presentation Division—Associate Director
William Golden
Associate Director and Art Director
John Fox.....Manager of Production
John P. Cowden
Director of Promotion Service for C-O Stations

Shortwave Broadcasting and Latin American Affairs

Edmund Chester, Director of Shortwave Broadcasts and Latin American Relations.
John Hundley, Assistant Director of Shortwave Broadcasts.
Robert Unanue, Assistant Director of Latin American Relations.
Tony Kraber, Executive Assistant in Charge of Operations.
Lawrence S. Haas, Director of Shortwave News.
Margaret Kennedy, Supervisor of Press Information and Listener Relations.
Russ Johns, Supervisor of Production
Tomas Perez, Chief of Spanish Division.
Luis Jatoba, Chief of Portuguese Division.
Robert DeHart, Engineer in Charge of Shortwave Broadcasting.

Station Administration Department

J. L. Van Volkenburg
Director of Station Administration
William H. Hylan, Jr.....Assistant

Station Relations Department

H. V. Akerberg
Vice President in Charge of Station Relations
J. Kelly Smith.....Director of Station Relations
William A. Schudt, Jr...Eastern Division Manager
Ralph Hatcher....Manager of CBS Co-op Division

LOS ANGELES OFFICE
STATION RELATIONS
Columbia Square

Edwin Buckalew.....Western Division Manager

Television Department

Lawrence W. Lowman.....Vice President
Worthington C. Miner....Director of Television
Leonard Hole.....Director of Plans Division
George L. Moskovics.....Commercial Manager
Benjamin F. Feiner, Jr.
Acting Director of Television Programs
Merritt H. Coleman.....Director of Operations
Paul Wittlig....Manager of Technical Operations
Charles Holden.....Manager of Production
James J. Kane.....Manager of Press Information
James McNaughton.....Art Director
Robert Bendick
Director of News and Special Events
Robert R. Edge.....Director of Sports
Halsey V. Barrett.....Promotion Manager

COLUMBIA BROADCASTING SYSTEM

Standard Stations
WCBS, New York
WBBM, Chicago
KNX, Los Angeles

FM Stations:
WCBS-FM, New York
WEEI, Boston
KMOX, St. Louis
WTOP, Washington
WCCO, Minneapolis-St. Paul
WBBM-FM, Chicago

Television Station:
CBS-TV, New York

EDGAR KOBAK
President

Mutual Broadcasting System

EACH year, when I am asked to prepare an article for RADIO ANNUAL, I like to take a look at what I said the previous year, just to see how I came out. This is pretty good mental discipline for anybody who is called upon to discuss a future outlook, whether it be in business, politics, or any other phase of living.

For 1947, I prophesied a year of "noses to the grindstone," of buckling down to competitive selling, the laying of secure foundations for postwar business, and the development of better programs as well as the careful study of facts. I also said something about our efforts to make the advertising dollar more productive. So far as Mutual is concerned, that is the sort of year we have put in during 1947—and from present indications, I feel confident that we shall be doing much the same in 1948. Perhaps, more so.

We have been busy building our network, facilities-wise, and now we are turning to the task of building up our audience, program-wise. For both tasks, we believe the right attitude is to start at the beginning, tackle first things first, build slowly, carefully, and methodically—and then start talking about it.

A couple of months ago we started to talk about the Mutual network's daytime coverage as it is today, following the many new improvements and additions which have been taking place during the past year or so. In doing this, we have been discussing our network in terms of the audience it serves—the millions of people who now can receive Mutual programs reliably, satisfactorily, and without the annoyance of static, man-made electrical noise, or the interference of other stations. This is SERVICE in terms of the listener's reception rather than in terms of the engineer's output. It is the first requisite of "radio circulation."

We have said that this new conception of "listenability" is something that you are going to hear a lot about from now on. In 1948, we think that "listenability" will be more and more studied, discussed, and used.

We believe that the use of "listenability" measurements—and naturally the improvement and refining of the "listenability" technique—will keep a lot of people busy during the next year. We are going right ahead with the job at Mutual, and we expect to make "listenability" techniques available to our Mutual affiliates. If it proves out to be a valuable tool for time-buyers as well as for station managements, it seems certain that the use of this method of measurement will be extended to other stations and, perhaps to other networks.

Perhaps, "listenability" is a symbol of the progress which broadcasting is making in its search for bedrock measurements and standards to help advertisers buy time more efficiently and more economically. The BMB is an indication of this desire for better and more universal measurements to be applied to radio listening, but unfortunately during 1948, according to present plans, the BMB's activities will be restricted to an interim study and not to a complete, nation-wide job, which is being postponed until 1949.

Broadcasting is a fast-moving business and we have to find measurements which can be kept up to date, which can reflect changes and which can be used as a guide to the immediate future. Advertisers want facts, more facts, and up-to-date facts. They don't like to buy on hunches and in 1948, more than ever, we think that they are going to re-examine all of their advertising activities very closely.

During 1947, we have seen a marked tendency on the part of big national advertisers to analyze the cost of their network broadcasting. We have seen excellent presentations of a competitive nature from the other mediums, and we know that competition between radio and the other mediums is increasing rather than abating.

Over at Mutual, we believe in advertising, and we believe in broadcasting. We believe that there is a real place for broadcasting in the over-all advertising picture, and we are not particularly worried by clean, healthy competition. We realize that competition is the lifeblood of free American enterprise and if we are to make any New Year's resolutions, one of them will be to reaffirm our constant belief that there is no need to get panicky, and to resolve that we will not fall into the mistaken notion that we have to lash out at the other guy or tear down our competitors.

MUTUAL BROAD

NETWORK FACILITIES AS OF JAN. 15, 1948

CASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

NETWORK FACILITIES
AS OF JAN. 15, 1948

MUTUAL
Broadcasting System

Executives and Staff
1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6-9600

Executive Personnel

Board of Directors

Lewis Allen Weiss
Don Lee.....Hollywood, Chairmen
Theodore C. Streibert
WOR, New York, Vice-Chairman
E. M. Antrim.....WGN, Chicago
Willet H. Brown, Don Lee.....Hollywood
Chesser Campbell.....WGN, Chicago
J. E. Campeau.....CKLW, Detroit
H. K. Carpenter.....WHK, Cleveland
Benedict Gimbel, Jr.....WIP Philadelphia
Edgar Kobak.....MBS, New York
John Shepard, III.....Boston
Linus Travers.....Yankee Network, Boston
J. R. Poppele.....WOR New York

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Edgar Kobak.....New York, President

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New York, Vice President and General Manager
E. M. Antrim.....Chicago, Secretary

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New York, Treasurer, Controller and Assistant Secretary

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New York, Vice President in Charge of Programs

Z. C. Barnes
New York, Vice President in Charge of Sales

Robert A Schmid
New York, Vice President in Charge of Station Relations

A. A. Schechter
Vice President in Charge of News, Special Events and Publicity

E. P. H. James
New York, Vice President in Charge of Advertising, Promotion and Research

A. N. Hult
Chicago, Vice President in Charge of Midwest operations

Departments and Divisions

EXECUTIVE OFFICERS

Edgar Kobak.....President
Robert D. Swezey....V.P. and General Manager

Accounting Department

James E. Wallen.....Controller
George Ruppel.....Asst. Controller
Richard Groome.....Auditor
George Westby.....Budget Director

Office Management

James E. Wallen.....Office Manager
Beatrice M. Marschner.....Personnel Director
Ruth Hendler.....Purchasing Agent
Margaret Maloney.....Telephone Supervisor

Engineering Department

E. M. Johnson
Chief Plans and Allocations Engineer
Leslie Learned..Manager of Engineering Traffic
James Chapman.Supervisor of Engineering Traffic
Lewis R. Tower.....Chief Facilities Engineer

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Phillips Carlin.....Vice President in Charge
Adolph Opfinger....Assistant to Vice President
Hendrik Booream....National Program Manager
Ned Tollinger.....West Coast Supervisor
B. J. Hauser....Director of Cooperative Programs
Walter Lurie
Director of New Program Development
Herbert Rice.....Director of Production
Edwin Otis..Supervisor of Commercial Programs
Idella Grindlay.....Studio Assignments
Ada Lusardi.....Program Traffic Manager
Finis Farr.....Script Editor
Hal Wagner.....Manager of Operations
John Newhouse, Hugo Seiler..Night Supervisors
Floyd Mack.....Supervisor, Special Operations
Elsie Dick
Director of Women's and Religious Activities
Dorothy Ann Kemble
Director of Continuity Acceptance

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A. A. Schechter.....Vice President in Charge
Milton Burgh.....Director of News
Jack Paige.....Director of Special Events
Paul Jonas.....Director of Sports
James E. O'Bryon.....Director of Publicity
Francis X. Zuzulo
Assistant Director of Publicity and Trade News Editor
Robert Wilson.....Exploitation Manager
Hal Gold.....Press Editor
Maria Caterine.....Photo and Fashion Editor
Jack Skinner.....Special Service Editor
Harriet Crause.....West Coast Publicity Rep.

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T. E. Danley.....Manager of Sales Traffic
Alma Graef.....Manager of Sales Service

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Jesse Thompson
Director of Advertising & Promotion
Richard Puff.....Director of Research
F. Carleton McVarish
Manager of Audience Promotion
Winifred Hall.....Promotion Supervisor

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Robert A. Schmid.....Vice President in Charge
Charles Godwin....Director of Station Relations
Robert Carpenter.....Field Representative
Don Ioset.....Field Representative
Norman Knight
Roy Danish.....Manager Station Information

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Charter Heslep.....Washington Representative
Alexandra Roundybush..Administrative Assistant

Chicago Staff

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Vice President in Charge of Mid-west operations
Carroll Marts..Assistant to the Vice President
DeWitt Mower.....Midwestern Sales Manager
Myrte Goulet.....Supervisor of Station Traffic
Dorothy Reynolds.....Office Manager
Gibert McClelland....Director of Sales Promotion
James Mahoney
Manager of Western Division (Station Relations)
George Herro.....Publicity Director

Detroit Staff

Herbert Faust.....General Division Manager

Philadelphia and Pittsburgh Staff

Howard Cann.....Sales Representative

Foreign Correspondents for Mutual Broadcasting System

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Erling Boggild.....Copenhagen
Burton Crane.....Tokyo
Gerald Dougherty.....Buenos Aires
Jules Dubois.....Panama
Roy Dunlap.....Chungking
Richard Dyer.....Rio de Janeiro
Webley Edwards.....Honolulu
Robert Gary.....Berlin-Frankfort
Randall Gould.....Shanghai
Joseph Israels 2nd.....Vienna
Birger Jacobsen.....Stockholm
Richard Johnson.....Seoul
Arthur Mann.....London
David Perlman.....Paris
Quentin Pope.....Southwest Pacific
Clive B. Smith.....Mexico City
Fred Sparkes.....Athens
Anne Stadler.....Madrid
Robert Stewart.....Manila
Frank Viner.....Prague
James Wellard.....Rome

MAKES GOOD ADVERTISING BETTER

It's Planalyzed Promotion. This exclusive KSTP merchandising service adds the pay-off punch to your radio campaign in the important Minneapolis—St. Paul market. In all likelihood you have already received KSTP Planalyzed Promotion reports in the familiar red folders... most advertisers and agencies in the country have. If you haven't, learn how KSTP Planalyzed Promotion can hasten and increase the effectiveness of your radio advertising. Any Edward Petry and Co. man will be glad to tell you how Planalyzed Promotion works and how it will work for you.

50,000 WATTS—CLEAR CHANNEL
KEY STATION FOR THE NORTHWEST NETWORK
Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

NILES TRAMMELL
President

National Broadcasting Company

THE year 1948 will have great meaning for both radio and television. Broadcasters, without further equivocation, must decide in the next year whether to adopt a new and revised code of standards which they will *all* follow, or whether different elements of broadcasting are to go different ways in their broadcasting practices, probably to the detriment of all.

•

It is still the view of the National Broadcasting Company that an industry-wide code is the best means of improving our service to the public. We were keenly disappointed that final action on a firm code was not taken in 1947. We will continue to urge adoption of such a code in 1948. But if a code for all broadcasters is not forthcoming in 1948, it may be that NBC will find it expedient to establish its own new set of standards, so urgently do we feel the need of one.

However, a code for only the networks would not materially correct the conditions which are annoying some listeners. The listener condemns all radio for the offenses of a few operators. He concludes that if one station broadcasts offensive material or devotes too much time to commercial matter, then all must do the same.

That's why NBC feels that in 1948 standards of practice must be raised by all operators originating programs and not by a scattered few.

•

And what of public service?

The National Broadcasting Company expects great things in the coming year of its new Public Affairs and Education Department. The six-man Public Affairs Board headed by Ken R. Dyke is exploring anew the question of programming in the public service area. We expect their forward planning to reach full fruition in 1948 with new and provocative programs concerning subjects of world and national import. It is too early to report exactly what these programs will be or what form they will take. However, one period of prime time has been set aside for the presentation of a documentary type program which will treat with important world problems.

It seems to us at NBC, vitally important that we develop programs that will get more persons interested in the issues of the day, inform them about all sides of those issues, and arouse them to thoughtful, intelligent action.

That is what we plan to do more diligently and, we are sure, more effectively in 1948.

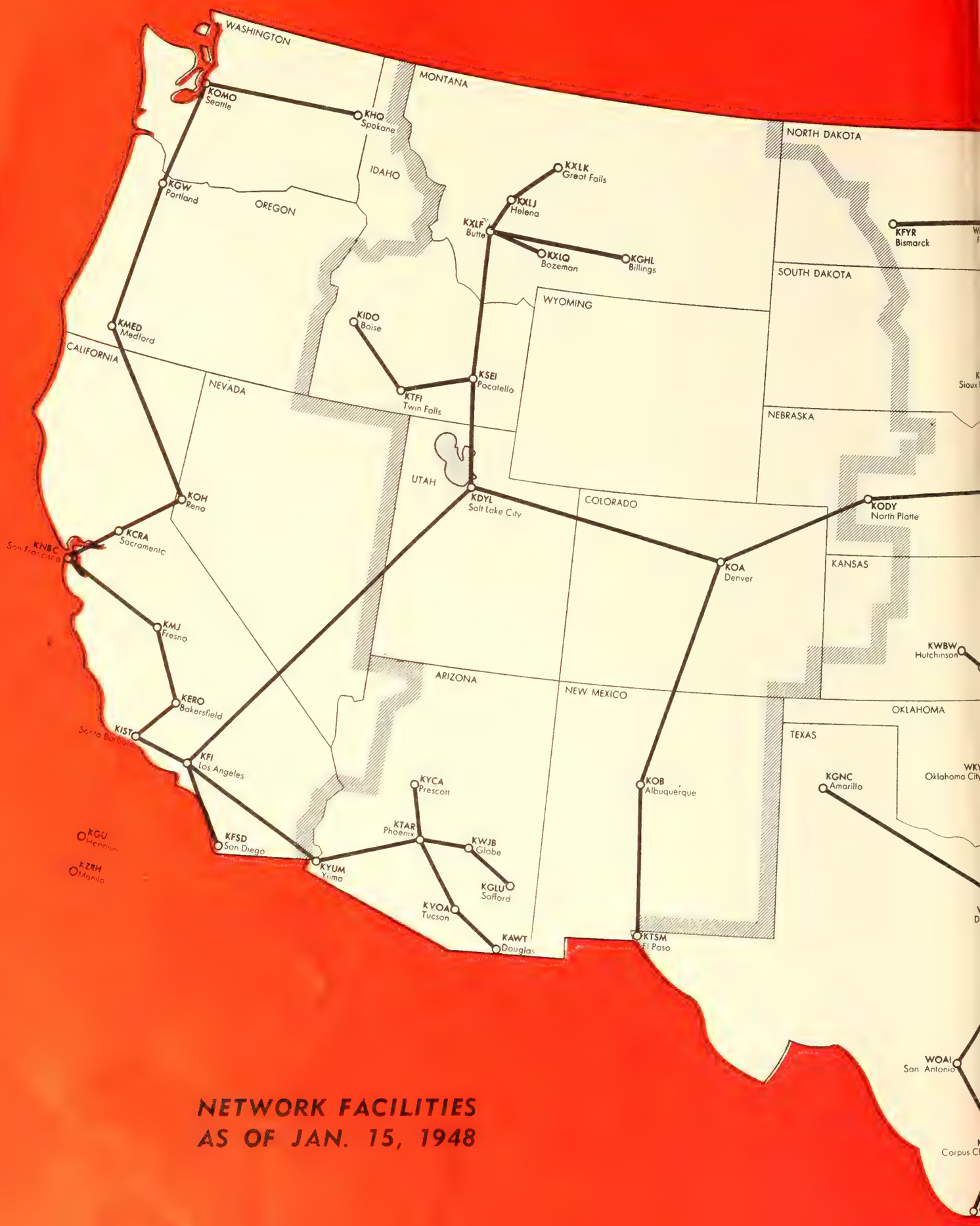
•

In television, 1948 will find this new medium for entertainment and advertising moving from its adolescent stage of the past few years into full-fledged maturity. In the next year, video will become an exciting commonplace in hundreds of communities. It will begin to spread its diverting and real life presentations in all directions as networks expand further and further over the United States and independent stations mushroom in cities not yet connected by coaxial cable or relay systems. Television's big push in 1948 will be materially assisted, too, by the set manufacturers whose production will reach all-time highs in the coming weeks.

The economics of television also will "look up" in 1948. Advertisers, attracted by the greater message-impact on the consumer which video provides, are expected to use this medium in increasing numbers in the new year.

NBC has always led in television. And it intends to maintain that leadership in 1948 through the development of new network facilities, through refinement of production techniques and through development of new and finer programs in all fields of entertainment and education.

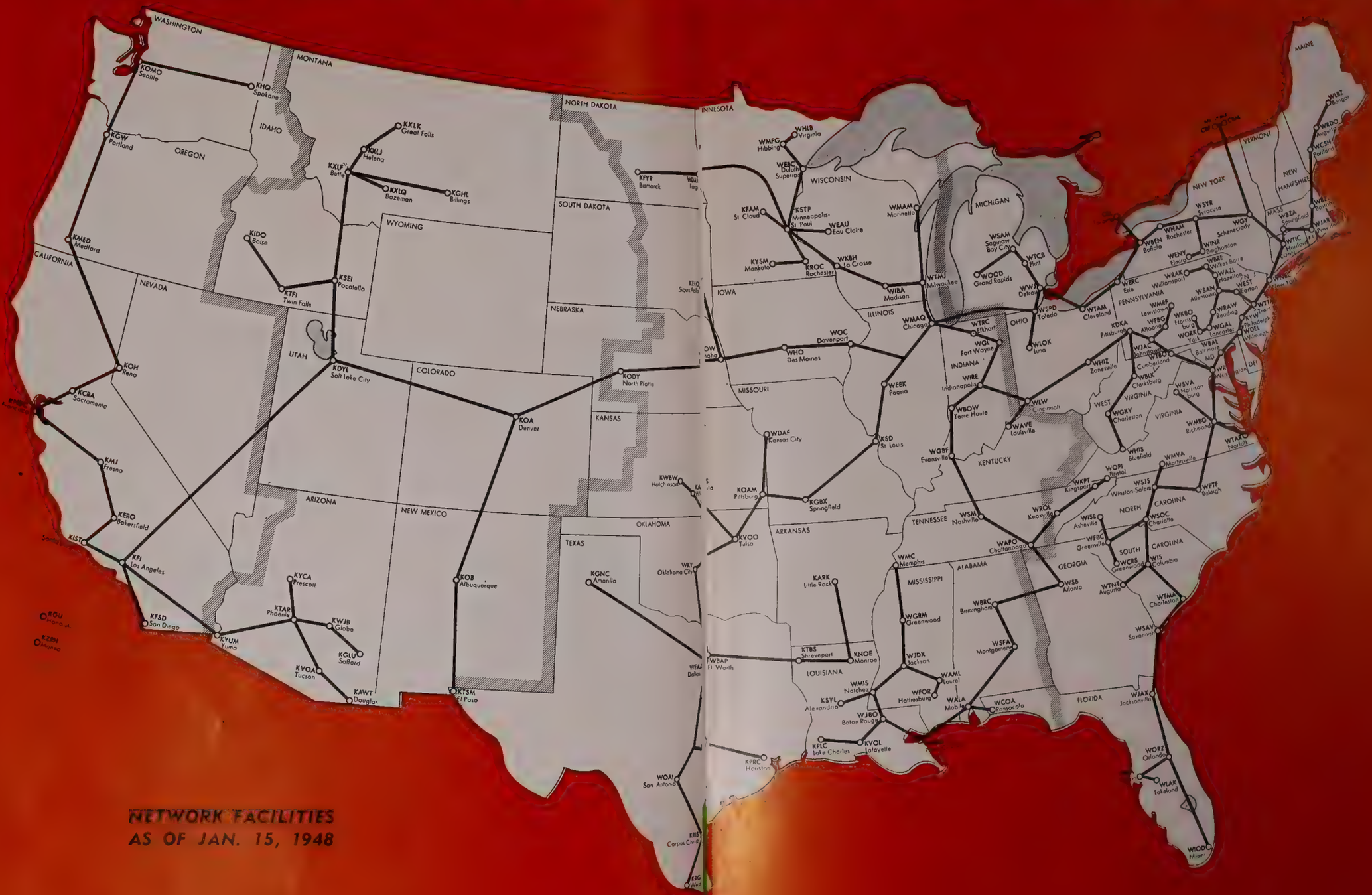
NATIONAL BROAD



NETWORK FACILITIES
AS OF JAN. 15, 1948

ASTING COMPANY

NATIONAL BROAD CASTING COMPANY



NETWORK FACILITIES
AS OF JAN. 15, 1948

NATIONAL
Broadcasting Company

30 Rockefeller Plaza 20, New York City
(Telephone number, CIrcle 7-8300)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
John T. Cahill
Bertram Cutler
Gano Dunn
Frank M. Folsom
Harry C. Ingles
Charles B. Jolliffe
Edward F. McGrady
Frank E. Mullen
Edward J. Nally
David Sarnoff
Niles Trammell

Officers

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Niles Trammell.....President
Frank E. Mullen.....Executive Vice President
William Brooks.....Vice President
Charles R. Denny
Vice President & General Counsel
Ken R. Dyke.....Administrative Vice President
C. Lloyd Egner.....Vice President
Sydney Eiges.....Vice President
Charles P. Hammond.....Vice President
O. B. Hanson.....Vice President
William S. Hedges.....Vice President
Harry C. Kopf....Administrative Vice President
John H. MacDonald
Administrative Vice President & Assistant Secretary
John F. Royal.....Vice President
Frank H. Russell.....Vice President
I. E. Showerman.....Vice President
Sidney N. Strotz.....Vice President
Roy C. Witmer.....Vice President
R. J. Teichner..Treasurer & Assistant Secretary
H. F. McKeon.....Controller
Lewis MacConnach.....Secretary
Wayne Mason.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

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Frank E. Mullen.....Executive Vice President
James Rowland Angell..Public Service Counselor

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Administrative Vice President in charge of Programs, Public Service and Continuity Acceptance Departments and Director of Broadcast Standards and Practices.

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Vice President & Assistant to the Executive Vice President

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Vice President in Charge of Planning & Development

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Administrative Vice President in Charge of Network Sales, National Spot Sales, Stations Department and Owned and Operated Stations.

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Assistant to the President and Director of Special Services and Guest Relations

John H. MacDonald
Administrative Vice President in Charge of Controllers, Treasurers, Budget, General Service, Personnel and Guest Relations Departments

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Albert E. Walker.....Executive Assistant

Roy C. Witmer
Staff Vice President and Assistant to the President

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Roy C. Porteous.....Manager
Allen Hurlburt.....Art Director
George W. Wallace
Network Sales Promotion Manager

Budget

J. Robert Myers
Assistant to the Administrative Vice President in Charge

Continuity Acceptance Department

Stockton Helffrich.....Manager

Controllers Department

Harry F. McKeon.....Controller
Harold M. Kelly.....Assistant Controller
Hugh R. McGeachie.....Assistant Controller

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George McElrath
Director of Engineering Operations
William A. Clarke.....Administrative Assistant
E. R. Cullen..Operations Assistant to the Director
J. D'Agostino.....Liaison Engineer
Raymond F. Guy
Mgr. of Radio & Allocation Engineering
George M. Nixon
Manager of Technical Development
C. A. Rackey
Mgr. of Audio & Video Engineering
R. E. Shelby
Director of Television Engineering Operations
George E. Stewart..National Recording Supervisor
F. A. Wankel.....Eastern Division Engineer
J. Wood, Jr...Manager of Technical Development

General Service Department

Edward M. Lowell.....Director
W. R. Thompson
Manager of Building Maintenance Division

Guest Relations Department

Paul Rittenhouse.....Manager
William Ervin.....Executive Assistant Manager
John Mills
Assistant Manager in Charge of Reception
Peter Tintle
Assistant Manager in Charge of Tours

Information Department

Horton Heath.....Director
Irene Kuhn.....Assistant Director
Anita Barnard
Manager of Correspondence Division

Legal Department

Charles R. Denny
Vice President & General Counsel
Henry Ladner.....Assistant General Counsel
Robert P. Myers.....Assistant General Counsel
Edmund Souhami.....Attorney
John P. King.....Attorney
Paul B. Lynch.....Attorney
Richard H. Graham.....Attorney (Hollywood)
Thomas H. Compere.....Attorney (Chicago)
Willson I. Hurt.....Attorney (Denver)
A. L. Ashby.....Counsel
Cahill, Gordon, Zachry & Reindel
Counsel (New York & Washington)

National Spot Sales Department

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John de Russy.....Manager
William Seth....Promotion Advertising Manager

Network Sales Department

George H. Frey.....Director
Edward R. Hitz.....Assistant Director

News and Special Events and International Relations Department

William F. Brooks....Vice President in Charge
Joseph O. Meyers.Assistant to the Vice President
Frederick B Bate..Assistant to the Vice President

News and Special Events Department

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Adolph J. Schneider
Assistant Manager of Operations
Jeanette Kriendler.....Office Manager

International Division

Stanley P. Richardson
Assistant to the Vice President
Cal Abraham.....Manager of Station Relations
Helen Davis.....Office Manager

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Ernest de la Ossa.....Director
Theodore Thompson.....Manager
Helen Korday.....Employment Manager
Corinne Pearson....Employee Services Counselor

Press Department

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Thomas E. Knode.....Director
Jo Dine.....Trade Press Editor
Allan Kalmus.....Television Editor
Leo Hershdorfer.....Feature and Copy Editor
James McLean.....Magazine Editor
Alton Kastner.....Column Editor
Sam Kaufman.....Exploitation Editor
Leonard Meyers.....Music Editor
Sidney Desfor.....Photo Editor
Dorothy Collins.....Fashion Editor

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Robert K. Adams.....Production Manager
Thomas H. Belviso..Manager of the Music Library
Frank Black.....General Music Director
Samuel Chotzinoff.....Manager, Music Division
Patrick J. Kelly.....Supervisor of Announcing
Allin Robinson.....Night Program Manager
Frederick Knopfke.....Sound Effects Manager
William Stern.....Director of Sports
Richard P. McDonagh....Manager, Script Division
Fred Shawn.....Administrative Assistant
Grace H. Sniffin.....Supervisor Business Office

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Doris Corwith.....Manager, Talks Division
Margaret Cuthbert
Manager, Organizations Division
Sterling Fisher.....Advisor
Jane T. Wagner
Assistant Manager, Organizations Division

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Robert W. Freidheim.....Manager

Henry P. Hayes
Assistant to the Vice President & Business Manager
Norman Cloutier. Manager of Thesaurus Programs
Charles G. Hicks, Jr. . . . . Recording Sales Manager
Willis B. Parsons
Thesaurus & Syndicate Sales Manager
George C. Stevens . . . . . Office Manager
H. H. Wood . . . . . Program Manager

Research Department

Hugh M. Beville . . . . . Director
Barry T. Rumple . . . . . Manager

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Easton C. Woolley . . . . . Director
Burton Adams
Manager—Cooperative Programs Division

Stations Relations Department

Sheldon B. Hickox, Jr. . . . . Manager

Traffic Department

Harry A. Woodman . . . . . Manager

Television Department

Noran Kersta . . . Director of Television Operations
Carleton D. Smith . . . . . Manager Television Dept.
Warren Wade
Executive Producer Program Division
Reynold R. Kraft . . . . . Eastern Sales Manager
C. G. Alexander
Business Manager Program Division
Allan Kalmus . . . . . Press Editor
R. E. Shelby
Director of Television Engineering Operations
William Webb . . . . . Promotion Manager

Transportation Department

Marie F. Dolan . . . . . Manager

Treasurers Department

Rudolph J. Teichner . . . . . Treasurer
William D. Bloxham . . . . . Purchasing Agent
William A. Williams . . Assistant to the Treasurer

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBC	New York	Owned and operated by NBC
WMAQ	Chicago	Owned and operated by NBC
WRC	Washington	Owned and operated by NBC
WTAM	Cleveland	Owned and operated by NBC
KNBC	San Francisco	Owned and operated by NBC
KOA	Denver	Owned and operated by NBC
WNBC-FM	New York	Owned and operated by NBC
WNBT	New York (Television)	Owned and operated by NBC
WNBW	Washington (Television)	Owned and operated by NBC

Operated Stations

WNBC—New York

James M. Gaines
Director of Owned and Operated Stations and Manager of WNBC
Thomas B. McFadden . . . . . Assistant Manager
Murray Harris . . . . . Press Manager
Fred S. Heywood
Manager, News & Special Events Division
Donald A. Norman . . . . . Sales Manager
Thomas Page . . . . . Farm Director
de Lancy Provost . . . . . Program Manager
Charles B. H. Vaill
Advertising and Promotion Manager

WTAM—Cleveland

Vernon Pribble . . . . . Station Manager
Howard Barton
Promotion and Public Relations Manager
Michael Flanagan . . . . . Press Manager
Howard Gallagher . . . . . Sales Manager
Samuel Leonard . . . . . Engineer in Charge
Harold Metzger
Program Manager and Asst. Station Mgr.
Edward Wallace . . . Dir. of News & Special Events

KOA—Denver

Lloyd Yoder . . . . . General Manager
James MacPherson
Asst. General Mgr. and Commercial Mgr.
Clarence Moore . . . . . Program Manager
Dale Newbold . . . . . Auditor and Personnel Dir.
Robert Owen . . . . . Engineer in Charge
Randolph Smith . . . . . Promotion Manager

KNBC—San Francisco

John Elwood . . . . . General Manager
George Greaves . . . . . Asst. General Manager
W. J. Andrews . . . . . Radio Recording Manager
Harry Bubeck . . . . . Program Manager
A. Crapsey . . . . . Local Sales Manager
James Day . . . . . Public Service Director
Alphonse Diedrichs . . . Auditor & Office Manager
Ethel Gilchrist . . . . . Manager Sales Promotion
Byron Mills . . . . . Continuity Acceptance Manager
Curtis Peck . . . . . Engineer in Charge
John Thompson . . . . Mgr., News & Public Service

Central Division—Chicago

Merchandise Mart, Chicago 54, Ill.
Tel.—Superior 8300

I. E. Showerman . . . . Vice President in Charge
Thomas H. Compere . . . . . Attorney
William Drips . . . . . Director of Agriculture
Robert Guilbert . . . . Continuity Acceptance Editor
Jules Herbuveaux . . . . . Program Manager
A. W. Kaney . . . . . Station Relations Manager
John S. Keck . . . . . Radio Recording Manager
David Lasley . . . . . Promotion Manager
Howard C. Luttgens . . . . . Chief Engineer
Paul McCluer . . . . . Network Sales Manager
Oliver Morton . . . . . National Epot Sales Manager
William B. Ray . . . News & Special Events Manager
Jack Ryan . . . . . Press Manager
Judith Waller . . . . . Public Service Director
John Whalley . . . . . Business Manager

Western Division—Hollywood

Sunset Blvd. and Vine St., Hollywood, Calif.
Tel.—Hollywood 6161

Sidney N. Strotz.....Vice President in Charge
Lewis S. Frost....Assistant to the Vice President
Frank Berend
Western Division, Network Sales Manager
Harold Bock
Manager of Public Relations and Television Operations
Robert V. Brown.....Network Program Manager
Frank Dellett.....Auditor
Paul Gale.....Traffic Manager
Donald Honrath..Continuity Acceptance Manager
Lathrop Mack
Western Division National Spot Sales Manager
Henry Maas..Sales and Program Traffic Manager
Robert McAndrews
Promotion and Advertising Manager
Jennings Pierce
Public Service and Station Relations Manager
Leslie Raddatz
Network Press Manager-Western Division
Alfred Saxton
Network Engineer-Western Division
Oscar Turner.....Radio Recording Manager
Roger Sprague
Network News Manager-Western Division

Washington, D. C.

724 14th Street N. W., Washington, D. C.
Tel.—Republic 4000

Frank M. Russell.....Vice President in Charge
R. G. Coldenstroth.....Auditor
Mahlon Glascock.....Sales Manager
Albert E. Johnson.....Engineer in Charge

William McAndrew
Assistant to the Vice President & Director of News and Special Events
Robert Morrison...Manager of Radio Recording
Walter Royen.....Press Manager
James Seiler.....Assistant to the Manager
George Wheeler.....Program Manager
Lorin Myers.....Promotion Manager

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Paul W. Morency.....WTIC Hartford, Conn.
Richard Mason.....WPTF Raleigh, N. C.
Milton Greenebaum.....WSAM Saginaw, Mich.
H. W. Slavick.....WMC Memphis, Tenn.
Walter E. Wagstaff.....KIDO Boise, Idaho
H. Quenton Cox.....KGW Portland, Oregon
John J. Gillin, Jr.....WOW Omaha, Nebraska
William B. Way.....KVOO Tulsa, Okla.

Foreign Representatives

FRANCE

Henry Cassidy, 52 Avenue des Champs Elysees

ENGLAND

Merrill Mueller, National Broadcasting Company, 43 Berkeley Square, London West 1, England

SWITZERLAND

Max Jordan, Aeschengraben 31, Basle, Switzerland

RUSSIA

Robert Magidoff, United States Military Mission, c/o United States Embassy, Moscow, Russia

JAPAN (Tokyo)

George Thomas Folster, GHQ PRO, AFPAC, APO 500 c/o Postmaster, San Francisco

GERMANY

Edwin Haaker, American Press Center, APO 742A c/o Postmaster, New York, N. Y.

FOR COMPLETE LIST OF
ALL COMMERCIAL PROGRAMS
ON MAJOR NETWORKS
PLEASE TURN TO PAGE 961

KEYSTONE Broadcasting System

Headquarters

580 Fifth Avenue, New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President ..... Michael M. Sillerman
Vice-President .....Naylor Rogers
Vice-President ..... Arthur Wolf
Vice-President ....Joseph Bayer
Secretary-Treasurer ..... Sidney J. Wolf
Assistant Secretary.....William Bayer

Offices

New York

580 Fifth Avenue
Phone, LOngacre 3-2221

General Manager.....Michael M. Sillerman
Director of Station Relations
Arthur H. Clement
Research Director.....Melvin G. Marden
Office Manager.....Selma Andrews
Account Executive ..... Noel A. Rhys
Accountant & Office Manager
Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

Hollywood

6331 Hollywood Blvd., Hollywood, Calif.
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda
Pacific Coast Sales.....Ralph W. Harker

Chicago

134 North La Salle St., Chicago 2, Ill.
Phone, State 4590

Secretary-Treasurer.....Sidney J. Wolf

Cleveland

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales.....Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

KBS

DELIVERS BEYOND-METROPOLITAN AMERICA

KEYSTONE NETWORK

K . . . is for KEYSTONE BROADCASTING SYSTEM . . . the pioneer Transcription Network of 325 stations—principally in 1-station, non-competitive radio markets—concentrating on the nation's vast, thriving small town, rural and farm markets . . . where 53% of the nation's total food sales and 47% of total drug sales are made.

KBS

THIS IS THE KEYSTO

B . . . is for BEYOND-

METROPOLITAN AMERICA . . .

a potential, eager $100 billion market . . . the richest new market in the world today! B-M-A's millions of inhabitants owe *less*, *have more cash, need and can afford* more commodities than EVER! KBS is the ONLY network delivering Beyond-Metropolitan America *exclusively* . . . to you!

E BROADCASTING SYSTEM

K . . . is for KEYSTONE BROADCASTING SYSTEM . . . the pioneer Transcription Network of 325 stations—principally in 1-station, non-competitive radio markets—concentrating on the nation's vast, thriving small town, rural and farm markets . . . where 53% of the nation's total food sales and 47% of total drug sales are made.

B . . . is for BEYOND-METROPOLITAN AMERICA . . . a potential, eager $100 billion market . . . the richest new market in the world today! B-M-A's millions of inhabitants owe *less*, *have more cash, need and can afford* more commodities than EVER! KBS is the ONLY network delivering Beyond-Metropolitan America *exclusively* . . . to you!

KBS

THIS IS THE KEYSTONE BROADCASTING SYSTEM

S

This is "Beyond Metropolitan" America

S . . . is for STREAMLINED — the ONE STREAMLINED OPERATION (instead of 325 individual transactions) in which you can get ALL (or a custom-tailored group) of Keystone stations. ONE Time Order—ONE Time Clearance—ONE Schedule—ONE Mechanics Operation—ONE Invoice! New Low Cost per actual new Listener! And—quick, unfailing, *continuing* sales return. Investigate!

KEYSTONE NETWORK

NEW YORK 19 • CHICAGO 2 • HOLLYWOOD 28

REGIONAL NETWORKS

Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

Manager ..... Richard O. Lewis
Commercial Manager ..... Bill Harvey
Promotion Manager ..... Fred Gerletti

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

★

The Arizona Network

836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager ..... Albert D. Johnson
Program Manager ..... J. R. Williams
Commercial Manager ..... John L. Hogg
KTUC Manager ..... Lee Little
KSUN Manager ..... Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

Arrowhead Network

WEBC Bldg., Duluth 2, Minn.
Phone, Melrose 2873

PERSONNEL

General Manager ..... W. C. Bridges
Director of Operations .... H. E. Westmoreland
Promotion Manager ..... L. G. Anderson
WEBC Resident Manager ..... Earl Henton
WMFG Resident Manager ..... Harry Hyett
WHLB Resident Manager ..... Oscar Peterson
WEAU Resident Manager ..... Clyde Riddle
WJMC Resident Manager ..... Greg Rouleau

STATIONS

WEBC, Duluth, Minn.-Superior, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. (Under Construction) WISC, Madison, Wis.; WDUL-FM, Duluth, Minn.-Superior, Wis.; WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice Lake, Wis.

REPRESENTATIVE

George P. Hollingbery Co.

Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.
Phone: Stamford 2-0237

PERSONNEL

President ..... Glover De Laney

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WNLC, New London; WNHC, New Haven; WTHT, Hartford; WSTC, Stamford.

REPRESENTATIVES

Helen Wood, New York
Bertha Bannan, Boston

★

Don Lee Broadcasting System

5515 Melrose Ave., Hollywood 38, Calif.
Phone: Hollywood 8111

PERSONNEL

President ..... Thomas S. Lee
Vice-President & General Manager ..... Lewis Allen Weiss
Vice-President & Asst. General Manager ..... Willet H. Brown
Secretary-Treasurer ..... A. M. Quinn
Dir. of Station Relations ..... Patrick Campbell
General Sales Manager ..... Sydney Gaynor
Asst. Gen. Sales Manager .. Henry Gerstenkorn
Program Director ..... Charles Bulotti, Jr.
Production Director ..... Bob Forward
Continuity Acceptance Dir. .. William Williams
News & Special Features Dir. .. Les Mawhinney
Chief Supervisor ..... Tony La Frano
Public Relations Director ..... Mark Finley
Publicity Director ..... Art Sawyer
Program Promotion Dir. ..... Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare.

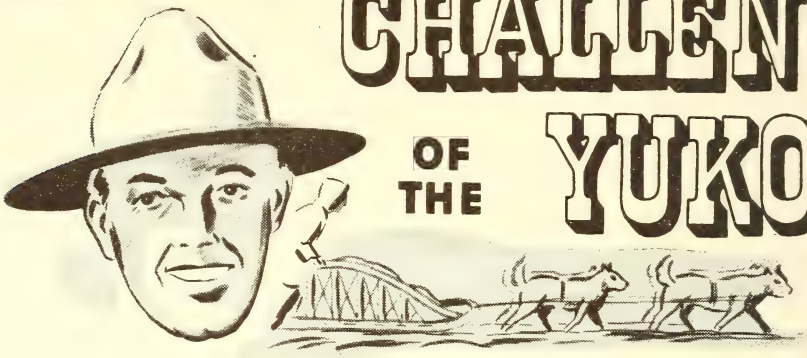
OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spokane; KXRO, Aberdeen; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace.

AVAILABLE NOW

CHALLENGE OF THE YUKON



RE-CREATES the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it *now* on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

THE CHALLENGE OF THE YUKON . . .

WRITTEN AND PRODUCED BY THE CREATORS OF . . .

THE GREEN HORNET

. . . a favorite for nearly 8 years. As a movie thriller "The Green Hornet" has been second in popularity only to "The Lone Ranger." While broadcast locally, "The Green Hornet" successfully sold all types of merchandise, from dairy products to men's shirts. Now it's sponsored coast-to-coast ABC by General Mills.

THE LONE RANGER

. . . the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of "Hi Yo Silver" three times each week. No half-hour dramatic program has ever topped this record! That's why General Mills has it coast-to-coast on ABC.

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1700 Stroh Building • Detroit 26, Michigan

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson.

HAWAII: KHON, Honolulu; KIPA, Hilo; KTOH, Lihue; KMVI, Wailuku.

NATIONAL REPRESENTATIVES

John Blair & Co.

★

Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WGST).....John Fulton
General Manager (WTOC.....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency

★

Intercollegiate Broadcasting System, Inc.

(Subsidiaries: Ivy Network, Middle Atlantic Network, Capitol Network)
507 Fifth Avenue, New York 17, N. Y.
Phone: MUrray Hill 2-8288

PERSONNEL

President.....Russell Potter, PhD.
Vice-President .....Roger W. Clipp
Secretary .....Judith Waller
Treasurer .....Guy della Cioppa
Executive Chairman.....George Abraham
Program Manager.....David Linton
Business Manager.....Paul F. Yergin
Station Relations Mgr.....Sonia-Jane Brown
Technical Manager.....David W. Borst
Music Director.....Alan Rich
Research Director.....Harriet Linton
Dir. International Broadcasts.....Kurt L. Shell
Operations Director.....Ulrich Caro
Production Director.....Takashi Kako
Asst. Bus. Mgr.....Victor E. Rosenblum
Division Engineer, Washington..Herbert Barlow
Director, The Capitol Network..Fred C. Collins

BRANCH OFFICES

2808 Erie St., S.E., Washington 20, D. C., Phone: VIctor 7210, George Abraham, Exec. Chairman; 706 Sanders Ave., Schenectady 2, N. Y., Phone: Schenectady 3-6028, David Borst, Technical Manager.

STATIONS

(A network of college and university campus stations comprising):

WHCN, Harvard, Cambridge 38, Mass.; WBRU, Brown U., Providence, R. I.; WHUS, U. of Conn., Storrs, Conn.; WKCR, Columbia, New York 27, N. Y.; WPRU, Princeton, Princeton, N. J.; WXPN, Pennsylvania, Phila. 4, Pa.; WRAD, Radcliffe, Cambridge 38, Mass.; WBS, Wellesley, Wellesley 81, Mass.; WRTC, Trinity, Hartford 6, Conn.; WES, Wesleyan, Middletown, Conn.; WHRC, Haverford, Haverford, Pa.; WSRN, Swarthmore, Swarthmore, Pa.; WRSU, Rutgers, New Brunswick, N. J.; WJRH, Lafayette, Easton, Pa.; WLRN, Lehigh, Bethlehem, Pa.; WGTB, Georgetown, Washington 7, D. C.; WAMC, American U., Washington, D. C.; WMWC, Mary Washington, Fredricksburg, Va.; WUVA, U. of Virginia, Charlottesville, Va.; WHOE, Rhode Island State, Kingston, R. I.; WBVD, Fort Trumbull (U. of Conn.), New London, Conn.; WWGC, Gettysburg, Gettysburg, Pa.; WCIT, Carnegie Tech, Pittsburgh 13, Pa.; WVBU, Bucknell, Lewisburg, Pa.; WVBR, Cornell, Ithaca, N. Y.; WHC, Hamilton, Clinton, N. Y.; WRUC, Union, Schenectady 8, N. Y.; KSLU, St. Lawrence, Canton, N. Y.; WXBC, Bard, Annandale-on-Hudson, N. Y.; WMS, Williams, Williamstown, Mass.; WABP, Alabama, University, Ala.; WNCS, No. Carolina State, Raleigh, N. C.;WUSC, U. of So. Carolina, Columbia, S. C.; WRFI, U. of Illinois, Urbana, Ill.; WMMC, MacMurray, Jacksonville, Ill.; WMUB, Miami U., Oxford, Ohio; WONC, Olivet Nazarene, Kankakee, Ill.; KWWC, Stephens, Columbia, Mo.; WMIB, Manchester, No. Manchester, Ind.; KBYU, Brigham Young, Provo, Utah; Montana State, Bozeman, Montana; KUVY, Oklahoma, Norman, Okla.; KIYS, Baylor U., Waco, Texas; KAEO, Pacific, Stockton 27, Calif.; KSU, Stanford, Palo Alto, Calif.; KSMU, Southern Methodist, Dallas, Tex.; KVOF, Texas Mines, El Paso, Tex.; KUOI, Idaho, Moscow, Idaho; KXLU, Loyola, Los Angeles, Calif.; KVDU, Denver, Denver, Colo.; WWBN, Bethany, Bethany, W. Va.; WNTC, Clarkson & Potsdam Colleges, Potsdam, N. Y.; WRTI, Temple U., Philadelphia, Pa. and 30 additional stations under construction.

★

Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
Phone: 4-1843, 4-6491

PERSONNEL

President .....George C. Hatch
Executive Vice-President.....Alvin G. Pack
Vice-Pres. in charge of Sales...Lynn L. Meyer
Program Director.....Craig Rogers
Technical Director .....W. D'Orr Cozzens
Chief Engineer.....Stanley C. Benson
Production Manager.....Vern Bruggeman
Music Director.....Earl Donaldson
Sports-Special Events Dir.....Mal Wyman
News Director.....Jack Goodman
Promotion Director.....John Hinckley
Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls; KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa and KID, Idaho Falls.

WYOMING: KVRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KODI, Cody.

MONTANA: KBMY, Billings; KRJF, Miles City; *Butte; *Great Falls; *Lewiston.

*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

Iowa Tall Corn Network

401 Shops Building, Des Moines, Iowa
Phone: 2-0225

PERSONNEL

General Manager.....George W. Webber
President .....Edward Breen
Vice-Pres. in Charge of Station Relations
Morgan Sexton
Vice-Pres. in Charge of Programming
Ben Sanders
Vice-Pres. in Charge of Engineering
Ken Gordon
Secretary-Treasurer .....George Volger

STATIONS

KBUR, Burlington; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KICD, Spencer; KAYX, Waterloo.

★

McClatchy Beeline

708 Eye Street, Sacramento 4, Cal.
Phone: Sacramento 2-5011

PERSONNEL

President.....Eleanor McClatchy
National Sales Mgr.....Robert A. Street
Program Director.....Emil Martin
Promotion Director.....Evert S. Peterson
Agricultural Director.....Hamilton L. Hintz
Technical Director.....Norman Webster

STATIONS

KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KFBK, Sacramento, Cal.; KWG, Stockton, Cal.; KOH, Reno, Nev.

REPRESENTATIVE

Paul H. Raymer Company

★

Michigan Radio Network

1700 Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....Harold Christian
Dir. Adv. & Sales Prom...William J. Hendricks

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie (Supplementary Station).

REPRESENTATIVE

WXYZ, Detroit, Mich.

★

New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chair. Bd. of Dir.. & Opr. Dir...Paul W. Morency
Directors: J. B. Conley, John J. Boyle, Wm. E. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

North Carolina State Network, Inc.

324½ So. Tryon, Charlotte, N. C.
Phone: Concord 2154

PERSONNEL

President .....E. C. Qualls
Secretary .....Mrs. Doris Broun
Treasurer .....J. R. Marlowe
Vice-Pres. and Gen. Mgr.....H. A. Seville

BRANCH OFFICES

165 W. 45th St., New York, N. Y., Phone LOngacre 3-4474, Harry Friedenberg, Eastern Sales Mgr.; 333 No. Michigan Ave., Suite 528, Chicago, Ill., Phone Andover 6686, Peterson Kutger, Western Sales Mgr.

STATIONS

WGTL, Kannapolis-Charlotte; WADE, Wadesboro; WEWO, Laurinburg; WWGP, Sanford; WGWR, Asheboro; WFNS, Burlington; WKBC, North Wilkesboro; WBBO, Forest City; WDUK, Durham; WCEC, Rocky Mt.; WRRF, Washington; WKNS, Kinston; WRRZ, Clinton.

★

Northern Broadcasting & Publishing, Ltd.

25 King St. W., Ont., Canada
Phone: ADelaide 8895

PERSONNEL

President.....R. H. Thomson
General Manager.....Jack M. Davidson
Secretary-Treasurer.....S. F. Chapman

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; Associated Stations: CHEX: Peterborough, Ont.; CKWS, Kingston, Ont.

BRANCH OFFICES

Medical Arts Bldg., Montreal, Quebec, Phone Fitzroy 6388, R. A. Leslie, Manager; Thomson Bldg., Timmins, Ontario, Phone 1500, S. F. Chapman, Sec-Treas.

★

Northwest Network

9th and LaSalle, Minneapolis 2, Minn.
Phone: Bridgeport 3222

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.
Phone 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Howe-Snowden Radio Sales

★

The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL

General Manager.....Dr. Leon Levy
Asst. Manager.....J. L. Tinney
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

Quaker Network

WFIL, Widener Bldg., Philadelphia, Pa.
Phone: Rittenhouse 6-6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

Steinman Stations

8 W. King St., Lancaster, Pa.
Phone 5252

PERSONNEL

General Manager.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Program Manager.....J. Gorman Walsh
Promotion Manager.....Paul C. Rodenhauser
Chief Engineer.....J. E. Mathiot

STATIONS

WDEL, Wilmington, Del.; WORK, York, Pa.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WEST, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company

★

Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)

★

The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (WBAP).....George Cranston
Manager (WFAA).....Martin Campbell
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Jack Harris
Manager (KGNC).....Aubrey Jackson
Manager (KRIS).....T. Frank Smith
Manager (KRGV).....Byron W. Ogle

WBAP, Fort Worth; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

WBAP, KRIS—Free and Peters, Inc.
WFAA, KPRC, WOAI—Edward Petry and Co., Inc.
KGNC, KRGV—Taylor-Howe-Snowden Radio Sales, Inc.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President and General Manager.Gene L. Cagle
Assistant Gen. Manager..Frances Williamson
Program Director.....Walton K. Blanton
Chief Accountant.....D. C. Hornburg
Traffic Manager.....Forrest W. Clough
Chief Engineer.....Truett Kimzey
Sales & Promotion Mgr.....Harry W. Mambert

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRV, Sherman; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KXYZ, Houston; KGVL, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE
Weed & Co.

★

The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, North Carolina
Phone 8885-6

PERSONNEL

President.....B. S. Hodges, Jr., WGTC
Secy and Treas.....Fred Fletcher, WRAL
Program Director...Howard Meschmier, WRAL
Sales Manager.....R. K. Scott, Raleigh
Vice-President .....Leland B. Nelson, WGBR

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WGTC, Greenville, N. C.; WHIT, Greenville, N. C.; WJNC, Jacksonville, N. C.; WTIK, Durham, N. C.

NATIONAL REPRESENTATIVES
The Walker Company

★

The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President.....Roy C. Kelley
Secty-Treas. .....Ray M. Veenstra
Asst. Secty-Treas.....J. S. Foster
Traffic Manager.....Marie Groskopf

STATIONS

WFUR, Grand Rapids, Michigan; WMUS, Muskegon, Michigan; WKLA, Ludington, Michigan; WATT, Cadillac, Michigan; WTCM, Traverse City, Michigan; WDBC, Escanaba, Michigan; WDMJ, Marquette, Michigan; WIKB, Iron Mountain, Michigan; WMAM, Marinette, Wisconsin; WJMS, Ironwood, Michigan; WHDF, Calumet, Michigan; WELL, Battle Creek, Michigan; WIBM, Jackson, Michigan; WILS, Lansing, Michigan; WKNX, Saginaw, Michigan; WWOK, Flint, Michigan; WJBK, Detroit, Michigan; WJJD, Chicago, Illinois.

★

The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

PERSONNEL

Chairman of Board.....John Shepard 3rd
President .....William O'Neil
Executive Vice-President and Gen. Mgr.
Linus Travers
Vice-President.....George W. Steffy
Controller.....Robert F. Ide
Assistant Controller Howard F. Wright
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....David F. Shurtleff

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers; Frank Knowlton.

STATIONS

WNAC, Boston; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WKXL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAI, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Laconia; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WKBR, Manchester; WNLC, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
Phone: Worcester 2-5611
WAAB Supervisor.....H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500
WEAN Supervisor.....Malcolm S. Parker
54 Pratt Street, Hartford 4, Conn.
Phone: Hartford 7-9131
WONS Supervisor.....Ralph Kanna
Falmouth Hotel, 212 Middle St., Portland 3, Me.
Phone: Portland 4-2649
WMTW Supervisor.....Charles W. Curtin
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121
WICC Supervisor..... Joseph Lopez

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

★

Z Net

P. O. Box 1956, Butte, Montana
Phone: 2-2344

PERSONNEL

Managing Director.....E. B. Craney
Manager .....Arne E. Anzjon
Sales Manager.....S. J. Schile

STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula.

NATIONAL REPRESENTATIVE
The Walker Company

STATIONS

Alphabetical Listing

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U. S. Standard Stations Indexed by Call Letters—Location

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Stations Alphabetically Listed by States—Cities

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Personnel

•

Other Detailed Information

MUSIC IS NO PASSING FANCY A love of fine music is no passing fancy. It is intense, devout, ever-growing . . . makes the music lover a special kind of radio listener . . . a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ . . . to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience . . . selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

. . . and FM Station WQXQ

Radio Stations of The New York Times

Index Of The Standard Stations Of The United States

Call Letters—City—State—Page Number Providing Complete Information

Call Letters	City—State	See Page
KABC	San Antonio, Tex.	658
KABR	Aberdeen, S. Dak.	624
KADA	Ada, Okla.	577
KADP	Pueblo, Colo.	354
KAFY	Bakersfield, Cal.	327
KAGH	Pasadena, Cal.	339
KAKC	Tulsa, Okla.	582
KAKE	Wichita, Kans.	430
KALB	Alexandria, La.	437
KALE	Portland, Ore.	588
KALL	Salt Lake City, Utah	665
KAMD	Camden, Ark.	321
KAMQ	Amarillo, Tex.	637
KANA	Anaconda, Mont.	495
KAND	Corsicana, Tex.	643
KANE	New Iberia, La.	441
KANS	Wichita, Kans.	430
KARK	Little Rock, Ark.	323
KARM	Fresno, Cal.	329
KARV	Mesa, Ariz.	318
KASA	Elk City, Okla.	578
KASH	Eugene, Ore.	586
KAST	Astoria, Ore.	585
KATE	Albert Lea, Minn.	477
KATL	Houston, Tex.	650
KATO	Reno, Nev.	503
KAUS	Austin, Minn.	477
KAVE	Carlsbad, N. Mex.	512
KAVR	Havre, Mont.	497
KAWT	Douglas, Ariz.	317
KAYS	Hays, Kans.	428
KAYX	Waterloo, Ia.	425
KBGS	St. Louis, Mo.	493
KBIO	Burley, Ida.	392
KBIX	Muskogee, Okla.	579
KBIZ	Ottumwa, Ia.	423
KBKI	Alice, Tex.	637
KBKR	Baker, Ore.	585
KBLF	Red Bluff, Cal.	340
KBLH	Pauls Valley, Okla.	582
KBMY	Billings, Mont.	495
KBND	Bend, Ore.	585
KBNE	Boulder City, Nev.	502
KBOA	Kennett, Mo.	491
KBOL	Boulder, Colo.	351
KBON	Omaha, Neb.	501
KBOW	Butte, Mont.	496
KBRC	Mt. Vernon, Wash.	676
KBRL	McCook, Neb.	500
KBRO	Bremerton, Wash.	675
KBST	Big Springs, Tex.	640
KBTM	Jonesboro, Ark.	323
KBUC	Corona, Cal.	328
KBUD	Athens, Tex.	638
KBUH	Brigham, Utah	662
KBUN	Bemidji, Minn.	477
KBUR	Burlington, Ia.	418
KBWD	Brownwood, Tex.	640
KBYE	Oklahoma City, Okla.	579
KBYR	Anchorage, Alaska	695
KBZY	Grand Rapids, Minn.	478
KCBC	Des Moines, Ia.	419
KCBD	Lubbock, Texas	654
KCHS	Hot Springs, N. Mex.	512
KCID	Caldwell, Ida.	392
KCIL	Houma, La.	428
KCKN	Kansas City, Kans.	429
KCLA	Pine Bluff, Ark.	324
KCLE	Cleburne, Tex.	641
KCMC	Texarkana, Tex.	660
KCMJ	Palm Springs, Calif.	339
KCMO	Kansas City, Mo.	489
KCNA	Tucson, Ariz.	320
KCNC	Fort Worth, Tex.	649

Call Letters	City—State	See Page
KCOK	Tulare, Cal.	349
KCOL	Fort Collins, Colo.	353
KCOM	Sioux City, Ia.	425
KCOR	San Antonio, Tex.	658
KCOY	Santa Maria, Cal.	347
KCRA	Sacramento, Cal.	340
KCRC	Enid, Okla.	578
KCRG	Cedar Rapids, Ia.	418
KCRS	Midland, Tex.	655
KCRT	Trinidad, Colo.	355
KCSB	San Bernadino, Cal.	341
KCSJ	Pueblo, Colo.	354
KCSM	Colorado Springs, Colo.	351
KCSU	Provo, Utah	663
KCTI	Gonzales, Tex.	650
KCTX	Childress, Tex.	641
KCVR	Lodi, Cal.	332
KDAL	Duluth, Minn.	477
KDAN	Oroville, Cal.	339
KDB	Santa Barbara, Cal.	347
KDEC	Decorah, Ia.	419
KDFN	Casper, Wyo.	692
KDHL	Fairbault, Minn.	478
KDIX	Dickinson, N. Dak.	560
KDKA	Pittsburgh. Penn.	607
KDLK	Del Rio, Tex.	645
KDLR	Devils Lake, N. Dak.	560
KDMO	Carthage, Mo.	486
KDNT	Denton, Tex.	645
KDON	Monterey, Cal.	335
KDRO	Sedalia, Mo.	494
KDRS	Paragould, Ark.	324
KDSH	Boise, Ida.	392
KDSJ	Deadwood, S. Dak.	624
KDTH	Dubuque, Ia.	422
KDUR	Durant, Okla.	578
KDWT	Stamford, Tex.	659
KDYL	Salt Lake City, Utah	665
KDZA	Pueblo, Colo.	355
KEBE	Jacksonville, Tex.	653
KECA	Los Angeles, Cal.	333
KECK	Odessa, Tex.	655
KEEN	San Jose, Cal.	345
KEIO	Pocatello, Ida.	394
KELA	Centralia and Chehalis, Wash	675
KELD	El Dorado, Ark.	321
KELN	Ely, Nev.	502
KELO	Sioux Falls, S. Dak.	625
KELP	El Paso, Tex.	647
KENI	Anchorage, Alaska	695
KENT	Shreveport, La.	443
KENO	Las Vegas, Nev.	502
KEPO	El Paso, Tex.	647
KERN	Bakersfield, Cal.	327
KERO	Bakersfield, Cal.	327
KERS	Elko, Nev.	502
KEX	Portland, Ore.	588
KEXO	Grand Junction, Colo.	354
KEYS	Corpus Christi, Tex.	641
KEYY	Pocatello, Ida.	394
KFAB	Omaha, Neb.	501
KFAC	Los Angeles, Cal.	333
KFAK	Flagstaff, Ariz.	317
KFAM	St. Cloud, Minn.	480
KFAR	Fairbanks, Alaska	695
KFBB	Great Falls, Mont.	496
KFBC	Cheyenne, Wyo.	693
KFBI	Wichita, Kans.	430
KFBK	Sacramento, Cal.	340
KFDA	Amarillo, Tex.	637
KFDM	Beaumont, Tex.	639
KFDX	Wichita Falls, Tex.	662
KFEL	Denver, Colo.	352
KFEQ	St. Joseph, Mo.	491
KFFA	Helena, Ark.	322
KFGO	Fargo, N. Dak.	561
KFH	Wichita, Kans.	430
KFI	Los Angeles, Cal.	333
KFIO	Spokane, Wash.	677
KFIZ	Fond du Lac, Wisc.	686
KFJB	Marshalltown, Ia.	422
KFJI	Klamath Falls, Ore.	587
KFJZ	Fort Worth, Tex.	647
KFKA	Greeley, Colo.	354
KFLW	Klamath Falls, Ore.	587
KFMB	San Diego, Cal.	342
KFMJ	Tulsa, Okla.	582
KFMO	Flat River, Mo.	488
KFNF	Shenandoah, Ia.	423
KFOR	Lincoln, Neb.	500
KFOX	Long Beach, Cal.	332
KFPW	Ft. Smith, Ark.	322
KFQD	Anchorage, Alaska	695
KFRB	Fairbanks, Alaska	695
KFRC	San Francisco, Cal.	343
KFRE	Fresno, Cal.	331
KFRM	Kansas City, Kans.	489
KFRO	Longview, Tex.	653
KFRU	Calumbia, Mo.	488
KFSA	Fort Smith, Ark.	322
KFSB	Joplin, Mo.	488
KFSD	San Diego, Cal.	342
KFUN	Las Vegas, N. Mex.	513
KFVD	Los Angeles, Cal.	333
KFVS	Cape Girardeau, Mo.	486

Call Letters	City—State	See Page
KFWB	Hollywood, Cal.	331
KFXD	Nampa, Ida.	394
KFXJ	Grand Junction, Colo.	354
KFXM	San Bernardino, Cal.	341
KFYN	Bonham, Tex.	640
KFYO	Lubbock, Tex.	654
KFYR	Bismarck, N. Dak.	560
KGA	Spokane, Wash.	678
KGAF	Gainesville, Tex.	649
KGAK	Gallup, N. Mex.	512
KGAR	Garden City, Kans.	428
KGB	San Diego, Cal.	342
KGBC	Galveston, Tex.	650
KGBS	Harlingen, Tex.	650
KGBX	Springfield, Mo.	494
KGCU	Mandan, N. Dak.	561
KGCX	Sidney, Mont.	499
KGDE	Fergus Falls	478
KGDM	Stockton, Cal.	348
KGEK	Sterling, Colo.	355
KGEM	Boise, Ida.	392
KGER	Long Beach, Cal.	333
KGEW	Oroville, Cal.	339
KGEZ	Kalispell, Mont.	497
KGFF	Shawnee, Okla.	582
KGFJ	Hollywood, Cal.	332
KGFL	Roswell, N. Mex.	513
KGFM	Great Falls, Mont.	496
KGFN	Grass Valley, Cal.	331
KGFW	Kearney, Neb.	499
KGFX	Pierre, S. Dak.	624
KGGF	Coffeyville, Kans.	427
KGGM	Albuquerque, N. Mex.	511
KGHF	Pueblo, Colo.	355
KGHI	Little Rock, Ark.	323
KGHL	Billings, Mont.	495
KGIL	Sherman Oaks, Cal.	348
KGIW	Alamosa, Colo.	351
KGKB	Tyler, Tex.	660
KGKL	San Angelo, Tex.	657
KGLO	Mason City, Ia.	423
KGLU	Safford, Ariz.	319
KGMB	Honolulu, Hawaii	696
KGNC	Amarillo, Tex.	637
KGNO	Dodge City, Kans.	427
KGO	San Francisco, Cal.	343
KGON	Oregon City, Ore.	588
KGRH	Fayetteville, Ark.	322
KGRI	Henderson, Tex.	650
KGU	Honolulu, Hawaii	696
KGVL	Greenville, Tex.	650
KGVO	Missoula, Mont.	498
KGW	Portland, Ore.	589
KGY	Olympia, Wash.	676
KGYW	Vallejo, Cal.	349
KHAS	Hastings, Neb.	499
KHBC	Hilo, Hawaii	696
KHBG	Okmulgee, Okla.	581
KHJ	Los Angeles, Cal.	334
KHMO	Hannibal, Mo.	488
KHON	Honolulu, Hawaii	697
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	678
KHSL	Chico, Cal.	328
KHUB	Watsonville, Cal.	350
KHUM	Eureka, Cal.	329
KHUZ	Borger, Tex.	640
KIBH	Seward, Alaska	696
KICA	Clovis, N. Mex.	512
KICD	Spencer, Ia.	425
KICN	Mason City, Ia.	423
KICO	Calexico, Cal.	328
KID	Idaho Falls, Ida.	393
KIDO	Boise, Ida.	392
KIEM	Eureka, Cal.	329
KIEV	Glendale, Cal.	331
KIFI	Idaho Falls, Ida.	393
KIJV	Huron, S. Dak.	624
KILM	Lincoln, Neb.	500
KILO	Grand Forks, N. Dak.	561
KIMA	Yakima, Wash.	680
KIMO	Independence, Mo.	488
KIND	Independence, Kans.	429
KING	Seattle, Wash.	676
KINY	Juneau, Alaska	695
KIOA	Des Moines, Ia.	421
KIOX	Bay City, Tex.	638
KIPA	Hilo, Hawaii	696
KIRO	Seattle, Wash.	676
KIRX	Kirksville, Mo.	491
KISD	Sioux Falls, S. D.	625
KIST	Santa Barbara, Cal.	347
KIT	Yakima, Wash.	680
KITE	San Antonio, Tex.	658
KITO	San Bernadino, Cal.	341
KIUL	Garden City, Kans.	428
KIUN	Pecos, Tex.	657
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	643
KIYI	Shelby, Mont.	498
KJAM	Vernal, Utah	666
KJAN	Opelousas, La.	442
KJAY	Topeka, Kans.	429
KJBS	San Francisco, Cal.	343
KJR	Seattle, Wash.	677
KJSK	Columbus, Neb.	499
KKIN	Visalia, Cal.	350

Call Letters	City—State	See Page
KLAC	Los Angeles, Cal.	334
KLAS	Las Vegas, Nev.	502
KLBM	La Grande, Ore.	587
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	651
KLIF	Dallas, Tex.	643
KLIK	San Diego, Cal.	342
KLIX	Twin Falls, Ida.	394
KLIZ	Brainerd, Minn.	477
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	662
KLOK	San Jose, Cal.	345
KLOU	Lake Charles, La.	439
KLPM	Minot, N. Dak.	562
KLPR	Oklahoma City, Okla.	579
KLRA	Little Rock, Ark.	324
KLUF	Galveston, Tex.	650
KLWT	Lebanon, Mo.	491
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	352
KMA	Shenandoah, Ia.	423
KMAC	San Antonio, Tex.	658
KMAE	McKinney, Tex.	654
KMBC	Kansas City, Mo.	489
KMED	Medford, Ore.	587
KMFR	Great Falls, Mont.	496
KMHK	Mitchell, S. Dak.	624
KMHL	Marshall, Minn.	479
KMHT	Marshall, Tex.	655
KMHU	Muskogee, Okla.	579
KMJ	Fresno, Cal.	331
KMLB	Monroe, La.	439
KMNJ	Grand Island, Neb.	499
KMO	Tacoma, Wash.	678
KMON	Great Falls, Mont.	497
KMOX	St. Louis, Mo.	493
KMPC	Los Angeles, Cal.	334
KMSU	Missoula, Mont.	498
KMVI	Wailuku, Hawaii	697
KMYC	Marysville, Cal.	335
KMYR	Denver, Colo.	353
KNAF	Fredericksburg, Tex.	649
KNAK	Salt Lake City, Utah	665
KNBC	San Francisco, Cal.	344
KNEB	Scottsbluff, Neb.	502
KNEL	Brady, Tex.	640
KNET	Palestine, Tex.	656
KNEU	Provo, Utah	663
KNEV	Fallon, Nev.	502
KNEW	Spokane, Wash.	678
KNGS	Hanford, Cal.	332
KNOE	Monroe, La.	439
KNOG	Nogales, Arizona	318
KNOW	Austin, Tex.	638
KNOX	Grand Forks, N. Dak.	561
KNPT	Newport, Ore.	588
KNX	Los Angeles, Cal.	334
KOA	Denver, Colo.	353
KOAL	Price, Utah	663
KOAM	Pittsburgh, Kans.	429
KOAT	Albuquerque, N. Mex.	511
KOB	Albuquerque, N. Mex.	512
KOBE	Las Cruces, N. Mex.	513
KOCA	Kilgore, Tex.	653
KOCO	Salem, Ore.	590
KOCS	Ontario, Cal.	338
KOCY	Oklahoma City, Okla.	581
KODI	Cody, Wyo.	693
KODL	The Dalles, Ore.	586
KODY	N. Platte, Nebraska	500
KOGT	Orange, Tex.	656
KOH	Reno, Nev.	503
KOIL	Omaha, Neb.	501
KOIN	Portland, Ore.	589
KOJM	Havre, Mont.	497
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia	422
KOL	Seattle, Wash.	677
KOLE	Port Arthur, Tex.	657
KOLN	Lincoln, Neb.	500
KOLO	Reno, Nev.	503
KOLT	Scottsbluff, Neb.	502
KOMA	Oklahoma City, Okla.	581
KOME	Tulsa, Okla.	583
KOMO	Seattle, Wash.	677
KOMW	Omak, Wash.	676
KONO	San Antonio, Tex.	658
KONP	Port Angeles, Wash.	676
KOOL	Phoenix, Ariz.	318
KOOS	Coos Bay, Ore.	585
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	663
KOPR	Butte, Mont.	496
KORA	Bryan, Tex.	641
KORC	Mineral Wells, Tex.	655
KORE	Eugene, Ore.	586
KORN	Fremont, Neb.	499
KOSA	Odessa, Tex.	656
KOSF	Nacogdoches, Tex.	655
KOTA	Rapid City, S. Dak.	625
KOTN	Pine Bluff, Ark.	324
KOVC	Valley City, N. Dak.	562
KOVE	Miami, Okla.	579
KOVO	Provo, Utah	663
KOWH	Omaha, Neb.	501
KOWL	Santa Monica, Cal.	348

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KOY	Phoenix, Ariz.	319
KPAB	Laredo, Tex.	653
KPAC	Port Arthur, Tex.	657
KPAS	Banning, Cal.	327
KPBX	Beaumont, Tex.	639
KPDN	Pampa, Tex.	656
KPDQ	Portland, Ore.	589
KPDR	Alexandria, La.	437
KPET	Lamesa, Tex.	653
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Cal.	345
KPKW	Pasco, Wash.	676
KPLC	Lake Charles, La.	439
KPLT	Paris, Tex.	656
KPMC	Bakersfield, Cal.	327
KPMO	Pomona, Cal.	339
KPOA	Honolulu, Hawaii	697
KPOW	Powell, Wyo.	693
KPQ	Wenatchee, Wash.	679
KPRC	Houston, Tex.	651
KPRK	Livingston, Mont.	498
KPRL	Paso Robles, Cal.	339
KPRO	Riverside, Cal.	340
KPSC	Phoenix, Ariz.	319
KQV	Pittsburgh, Penn.	607
KQW	San Jose, Cal.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	693
KRAM	Las Vegas, Nev.	502
KRBA	Lufkin, Tex.	654
KRBC	Abilene, Tex.	637
KRCT	Goose Creek, Tex.	650
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Cal.	329
KRE	Berkeley, Cal.	328
KREI	Farmington, Mo.	488
KREL	Goose Creek, Tex.	650
KREM	Spokane, Wash.	678
KREO	Indio, Cal.	332
KRES	St. Joseph, Mo.	493
KRGV	Weslaco, Tex.	661
KRHD	Duncan, Okla.	578
KRIC	Beaumont, Tex.	639
KRIG	Odessa, Tex.	656
KRIO	McAllen, Tex.	654
KRIS	Corpus Christi, Tex.	641
KRJF	Miles City, Mont.	498
KRKD	Los Angeles, Cal.	334
KRKN	Ft. Smith, Ark.	322
KRKO	Everett, Wash.	675
KRLC	Lewiston, Ida.	393
KRLD	Dallas, Tex.	643

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KRLN	Canon City, Colo.	351
KRND	Shreveport, La.	443
KRNO	San Bernardino, Cal.	342
KRNR	Roseburg, Ore.	590
KRNT	Des Moines, Ia.	421
KROC	Rochester, Minn.	480
KROD	El Paso, Tex.	647
KROF	Abbeville, La.	437
KROM	Pueblo, Colo.	355
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	418
KROW	Oakland, Cal.	338
KROX	Crookston, Minn.	477
KROY	Sacramento, Cal.	341
KRPL	Moscow, Ida.	393
KRRV	Sherman Denison, Tex.	659
KRSC	Seattle, Wash.	677
KRST	Tyler, Tex.	660
KRTN	Raton, N. Mex.	513
KRUL	Corvallis, Ore.	586
KRUN	Ballinger, Tex.	638
KRUS	Ruston, La.	443
KRUX	Glendale,-Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	429
KSAM	Huntsville, Tex.	651
KSAN	San Francisco, Cal.	344
KSBW	Salinas, Cal.	341
KSCJ	Sioux City, Ia.	425
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	493
KSDJ	San Diego, Cal.	342
KSDN	Aberdeen, S. Dak.	624
KSEI	Pocatello, Ida.	394
KSEK	Pittsburgh Kans.	429
KSEL	Lubbock, Tex.	653
KSEM	Moses Lake, Wash.	675
KSEO	Durant, Okla.	578
KSET	El Paso, Tex.	647
KSFA	Nacogdoches, Tex.	655
KSFE	Needles, Cal.	338
KSFO	San Francisco, Cal.	344
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	491
KSGN	Sanger, Cal.	345
KSIB	Creston, Ia.	419
KSIG	Crowley, La.	438
KSIL	Silver City, N. Mex.	513
KSIM	Sikeston, Mo.	494
KSIW	Woodward, Okla.	583
KSIX	Corpus Christi, Tex.	643
KSJB	Jamestown, N. Dak.	561
KSJO	San Jose, Cal.	345

Call Letters	City—State	See Page
KSKY	Dallas, Tex.	645
KSL	Salt Lake City, Utah	665
KSLM	Salem, Ore.	590
KSLO	Opelousas, La.	443
KSMA	Santa Maria, Cal.	347
KSMI	Seminole, Okla.	582
KSMN	Mason City, Ia.	423
KSMO	San Mateo, Cal.	346
KSMR	Douglas, Ariz.	317
KSO	Des Moines, Ia.	421
KSOK	Arkansas City, Kans.	427
KSOL	Yuma, Ariz.	321
KSON	San Diego, Cal.	343
KSOO	Sioux Falls, S. Dak.	625
KSPA	Santa Paula, Cal.	348
KSPI	Stillwater, Okla.	582
KSRO	Santa Rosa, Cal.	348
KSRV	Ontario, Ore.	588
KSST	Sulphur Springs, Tex.	659
KSTA	Coleman, Tex.	641
KSTB	Breckenridge, Tex.	640
KSTN	Stockton, Cal.	348
KSTP	St. Paul-Minneapolis, Minn.	480
KSTT	Davenport, Ia.	419
KSTV	Stephenville, Tex.	659
KSUB	Cedar City, Utah	662
KSUH	Susanville, Cal.	349
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	663
KSVP	Artesia, N. Mex.	512
KSWI	Council Bluffs, Ia.	418
KSWM	Joplin, Mo.	488
KSWO	Lawton, Okla.	579
KSWS	Roswell, N. Mex.	513
KSYC	Yreka, Cal.	350
KSYL	Alexandria, La.	437
KTAN	Sherman, Tex.	659
KTAR	Phoenix, Ariz.	319
KTBB	Tyler, Tex.	660
KTBC	Austin, Tex.	638
KTBI	Tacoma, Wash.	679
KTBS	Shreveport, La.	443
KTCS	Tucson, Ariz.	320
KTEM	Temple, Tex.	660
KTFI	Twin Falls, Ida.	395
KTFS	Texarkana, Tex.	660
KTHS	Hot Springs, Ark.	323
KTHT	Houston, Tex.	651
KTIL	Tillamook, Ore.	590
KTIM	San Rafael, Cal.	346
KTIP	Porterville, Cal.	340
KTJS	Hobart, Okla.	578
KTKC	Visalia, Cal.	350
KTKN	Ketchikan, Alaska	696
KTKR	Taft, Cal.	349
KTMC	McAlester, Okla.	579
KTMP	El Dorado, Kans.	427
KTMS	Santa Barbara, Cal.	347
KTNM	Tucumcari, N. Mex.	513
KTOH	Lihue, Kauai, Hawaii	697
KTOK	Oklahoma City, Okla.	581
KTOP	Topeka, Kans.	429
KTOR	Coolidge, Ariz.	317
KTOW	Oklahoma City, Okla.	581
KTRB	Modesto, Cal.	335
KTRC	Santa Fe, N. Mex.	513
KTRE	Lufkin, Tex.	654
KTRF	Thief River Falls, Minn.	481
KTRH	Houston, Tex.	651
KTRI	Sioux City, Ia.	425
KTRM	Beaumont, Tex.	639
KTRY	Bastrop, La.	437
KTSA	San Antonio, Tex.	659
KTCS	Tucson, Ariz.	320
KTSM	El Paso, Tex.	647
KTSW	Emporia, Kans.	427
KTTR	Rolla, Mo.	491
KTTS	Springfield, Mo.	494
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	583
KTW	Seattle, Wash.	677
KTXL	San Angelo, Tex.	658
KTXN	Austin, Tex.	638
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Cal.	350
KUBC	Montrose, Colo.	354
KUCB	Blythe, Cal.	328
KUGN	Eugene, Ore.	586
KUIN	Grants Pass, Oregon	587
KUKH	Ukiah, Cal.	349
KUJ	Walla Walla, Wash.	679
KULA	Honolulu, Hawaii	697
KUMB	Des Moines, Ia.	421
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	645
KUSN	San Diego, Cal.	343
KUTA	Salt Lake City, Utah	665
KVAI	Amarillo, Tex.	638
KVAK	Atchinson, Kans.	427
KVAL	Brownsville, Tex.	640
KVAN	Vancouver, Wash.	679
KVCV	Redding, Cal.	340
KVEC	San Luis Obispo, Cal.	346
KVEN	Ventura, Cal.	349
KVER	Albuquerque, N. Mex.	511
KVET	Austin, Tex.	638

Call Letters	City—State	See Page
KVFD	Ft. Dodge, Ia.	422
KVGB	Great Bend, Kans.	428
KVI	Tacoma, Wash.	679
KVIC	Victoria, Tex.	661
KVKM	Monahans, Tex.	655
KVLC	Little Rock, Ark.	324
KVLF	Alpine, Tex.	637
KBLH	Pauls Valley, Okla.	582
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	395
KVNC	Carson City, Nev.	502
KVNI	Coeur d'Alene, Ida.	393
KVNU	Logan, Utah	662
KVOA	Tucson, Ariz.	320
KVOC	Casper, Wyo.	692
KVOD	Denver, Colo.	353
KVOE	Santa Ana, Cal.	346
KVOG	Ogden, Utah	663
KVOL	Lafayette, La.	438
KVON	Napa, Cal.	335
KVOO	Tulsa, Okla.	583
KVOP	Plainview, Tex.	657
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	674
KVOU	Uvalde, Tex.	661
KVOW	Littlefield, Tex.	653
KVOX	Moorhead, Minn.	480
KVRC	Arkadelphia, Ark.	321
KVRS	Rock Springs, Wyo.	693
KVSF	Santa Fe. N. Mex.	513
KVSM	San Mateo, Cal.	346
KVSO	Ardmore, Okla.	577
KVVC	Ventura, Cal.	349
KVWC	Vernon, Tex.	661
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	395
KWAT	Watertown, S. Dak.	625
KWBC	Ft. Worth, Tex.	649
KWBR	Oakland, Cal.	338
KWBU	Corpus Christi, Tex.	643
KWBW	Hutchinson, Kans.	428
KWCJ	Natchitoches, La.	439
KWCO	Chickasha, Okla.	578
KWDM	Des Moines, Ia.	421
KWEI	Weiser, Ida.	395
KWEM	West Memphis, Ark.	325
KWEW	Hobbs, N. Mex.	512
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	662
KWG	Stockton, Cal.	349
KWGB	Goodland, Kans.	428
KWHI	Brenham, Tex.	640
KWHK	Hutchinson, Kans.	428
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	577
KWIK	Burbank, Cal.	328
KWIL	Albany, Ore.	585
KWIN	Ashland, Ore.	585
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	589
KWK	St. Louis, Mo.	493
KWKH	Shreveport, La.	443
KWKW	Pasadena, Cal.	339
KWLK	Longview, Wash.	675
KWLM	Willmar, Minn.	481
KWMR	Wadena, Minn.	481
KWNO	Winona, Minn.	481
KWOA	Worthington, Minn.	481
KWOC	Poplar Bluff, Mo.	491
KWON	Bartlesville, Okla.	577
KWOR	Worland, Wla.	693
KWOS	Jefferson City, Mo.	488
KWPC	Muscatine, Ia.	423
KWPM	West Plains, Mo.	495
KWRC	Pendleton, Ore.	588
KWRN	Reno, Nev.	503
KWRO	Coqville, Ore.	586
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Cal.	335
KWSL	Lake Charles, La.	439
KWTC	Barstow, Cal.	327
KWTO	Springfield, Mo.	495
KWTX	Waco, Tex.	661
KWWB	Walla Walla, Wash.	679
KWWL	Waterloo, Ia.	425
KWYO	Sheridan, Wyo.	693
KXA	Seattle, Wash.	677
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	425
KXEO	Mexico, Mo.	491
KXGI	Fort Madison, Ia.	422
KXIC	Iowa City, Ia.	422
KXL	Portland, Ore.	589
KXLA	Pasadena, Cal.	339
KXLE	Ellenburg, Wash.	675
KXLF	Butte, Mont.	496
KXLJ	Helena, Mont.	497
KXLK	Great Falls, Mont.	497
KXLL	Missoula, Mont.	498
KXLO	Lewistown, Mont.	497
KXLQ	Bozeman, Mont.	496
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	493
KXLY	Spokane, Wash.	678
KXO	El Centro, Cal.	329
KXOA	Sacramento, Cal.	341

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KXOB	Stockton, Cal.	349
KXOK	St. Louis, Mo.	494
KXOL	Fort Worth, Tex.	649
KXOX	Sweetwater, Tex.	660
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	676
KXRO	Aberdeen, Wash.	674
KXRX	San Jose, Cal.	345
KXXL	Reno, Nev.	503
KXXX	Colby, Kans.	427
KXYZ	Houston, Tex.	651
KYA	San Francisco, Cal.	344
KYAK	Yakima, Wash.	680
KYCA	Prescott, Ariz.	319
KYDS	St. Paul, Minn.	481
KYES	Butte, Mont.	496
KYJC	Medford, Ore.	587
KYLE	Alamogardo, N. Mex.	511
KYNG	Idaho Falls, Ida.	393
KYNO	Fresno, Cal.	331
KYOR	San Diego, Cal.	343
KYOS	Merced, Cal.	335
KYSC	Yuma, Ariz.	321
KYSM	Mankato, Minn.	478
KYUM	Yuma, Ariz.	321
KYW	Philadelphia, Penn.	601
WAAB	Worcester, Mass.	462
WAAF	Chicago, Ill.	399
WAAT	Newark, N. J.	509
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	444
WABJ	Adrian, Mich.	465
WABY	Albany, N. Y.	515
WABZ	Albemarle, N. Car.	546
WACE	Chicopee, Mass.	457
WACO	Waco, Tex.	661
WADC	Akron, O.	565
WADE	Wadesboro, N. C.	558
WAFB	Baton Rouge, La.	437
WAGA	Atlanta, Ga.	379
WAGC	Chattanooga, Tenn.	626
WAGE	Syracuse, N. Y.	542
WAGF	Dothan, Ala.	311
WAGM	Preque Isle, Me.	446
WAIM	Anderson, S. C.	617
WAIR	Winston-Salem, N. C.	560
WAIT	Chicago, Ill.	399
WAJR	Morgantown, W. Va.	683
WAKR	Akron, O.	565
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	379
WALD	Waterboro, S. C.	623
WALL	Middletown, N. Y.	523
WALT	Tampa, Fla.	375
WAML	Laurel, Miss.	484
WAND	Canton, O.	566
WANE	Ft. Wayne, Ind.	411
WANN	Annapolis, Md.	449
WAOV	Vincennes, Ind.	417
WAPA	San Juan, P. R.	703
WAPF	McComb, Miss.	484
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	626
WAPX	Montgomery, Ala.	314
WARC	Rochester, N. Y.	537
WARD	Johnstown, Penn.	597
WARK	Hagerstown, Md.	452
WARL	Arlington, Va.	667
WARM	Scranton, Penn.	610
WARS	Wilmington, Del.	362
WASA	Havre De Grace, Md.	452
WASK	Lafayette, Ind.	415
WASL	Annapolis, Md.	449
WATL	Atlanta, Ga.	381
WATN	Watertown, N. Y.	544
WATO	Oak Ridge, Tenn.	634
WATR	Waterbury, Conn.	360
WATT	Cadillac, Mich.	467
WATW	Ashland, Wisc.	685
WATZ	Alpena, Mich.	465
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	692
WAVE	Louisville, Ky.	433
WAVL	Apollo, Penn.	592
WAVU	Albertville, Ala.	309
WAVZ	New Haven, Conn.	358
WAYB	Waynesboro, Va.	674
WAYN	Rockingham, N. C.	556
WAYS	Charlotte, N. C.	547
WAYX	Waycross, Ga.	391
WAZF	Yazoo City, Miss.	486
WAZL	Hozelton, Penn.	596
WBAA	Lafayette, Ind.	415
WBAB	Atlantic City, N. J.	509
WBAC	Cleveland, Tenn.	627
WBAL	Baltimore, Md.	449
WBAP	Ft. Worth, Tex.	649
WBAT	Marion, Ind.	415
WBAX	Wilkes-Barre, Penn.	612
WBAY	Coral Gables, Fla.	365
WBBB	Burlington, N. C.	547
WBBC	Flint, Mich.	469
WBBL	Richmond, Va.	672
WBBM	Chicago, Ill.	399
WBBO	Forest City, N. C.	550
WBBQ	Augusta, Ga.	382
WBBW	Indianapolis, Ind.	412
WBBZ	Ponca City, Okla.	582
WBCC	Bethesda, Md.	450
WBCK	Battle Creek, Mich.	465
WBCM	Bay City, Mich.	465
WBEC	Pittsfield, Mass.	460
WBEJ	Elizabethton-Johnson City Tenn.	627
WBEN	Buffalo, N. Y.	517
WBET	Brockton, Mass.	457
WBEX	Chillicothe, O.	566
WBGE	Atlanta, Ga.	381
WBHB	Fitzgerald, Ga.	386

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WBHF	Cartersville, Ga.	383
WBHP	Huntsville, Ala.	313
WBIG	Greensboro, N. C.	551
WBIR	Knoxville, Tenn.	629
WBIZ	Eau Claire, Wisc.	686
WBKA	Brockton, Mass.	457
WBLJ	Dalton, Ga.	385
WBLK	Clarksburg, W. Va.	682
WBMD	Baltimore, Md.	449
WBML	Macon, Ga.	387
WBMS	Boston, Mass.	453
WBNS	Columbus, O.	571
WBNX	New York, N. Y.	523
WBNY	Buffalo, N. Y.	518
WBOB	Galax, Va.	669
WBOC	Salisbury, Md.	452
WBOW	Terre Haute, Ind.	417
WBPZ	Lock Haven, Penn.	599
WBRC	Birmingham, Ala.	310
WBRE	Wilkes-Barre, Penn.	612
WBRK	Pittsfield, Mass.	461
WBRW	Welch, W. Va.	684
WBRY	Waterbury, Conn.	360
WBSC	Bennettsville, S. C.	617
WBSR	Pensacola, Fla.	373
WBT	Charlotte, N. C.	548
WBTA	Batavia, N. Y.	515
WBTH	Williamson, W. Va.	685
WBTM	Danville, Va.	669
WBUD	Morrisville, Penn.	599
WBUX	Doylestown, Penn.	593
WBUY	Lexington, N. C.	554
WBYS	Canton, Ill.	397
WBZ	Boston, Mass.	453
WBZA	Springfield, Mass.	453
WCAE	Pittsburgh, Penn.	607
WCAM	Camden, N. J.	509
WCAO	Baltimore, Md.	449
WCAP	Asbury Park, N. J.	506
WCAR	Pontiac, Mich.	475
WCAT	Rapid City, S. Dak.	625
WCAU	Philadelphia, Penn.	603
WCAV	Norfolk, Va.	671
WCAW	Charleston, W. Va.	681
WCAX	Burlington, Vt.	666
WCAZ	Carthage, Ill.	399
WCBC	Anderson, Ind.	409
WCBD	Chicago, Ill.	400
WCBI	Columbus, Miss.	482
WCBM	Baltimore, Md.	450
WCBS	New York, N. Y.	525
WCBT	Roanoke Rapids, N. C.	556
WCCC	Hartford, Conn.	356
WCCM	Lawrence-Lowell, Mass.	460
WCCO	Minneapolis, Minn.	479
WCCP	Savannah, Ga.	389
WCDT	Winchester, Tenn.	635
WCEC	Rocky Mount, N. C.	556
WCED	DuBois, Penn.	594
WCFL	Chicago, Ill.	400
WCHA	Chambersburg, Penn.	593
WCHS	Charleston, W. Va.	681
WCHV	Charlottesville, Va.	668
WCIF	Madisonville, Ky.	434
WCIL	Carbondale, Ill.	399
WCJU	Columbia, Miss.	482
WCKB	Dunn, N. C.	548
WCKY	Cincinnati, O.	566
WCLA	Baton Rouge, La.	437
WCLE	Clearwater, Fla.	365
WCLO	Janesville, Wisc.	687
WCMA	Corinth, Miss.	482
WCMB	Lemoyne, Penn.	599
WCMD	Cambridge, Md.	451
WCMI	Ashland, Ky.	431
WCMN	Arecibo, P. R.	699
WCMW	Canton, O.	566
WCNB	Connersville, Ind.	409
WCNC	Elizabeth City, N. C.	549
WCNH	Quincy, Fla.	374
WCNR	Bloomsburg, Penn.	592
WCNT	Centralia, Ill.	399
WCNU	Crestview, Fla.	365
WCOA	Pensacola, Fla.	373
WCOC	Meridan, Miss.	485
WCOG	Greensboro, N. C.	552
WCOH	Newnan, Ga.	388
WCOL	Columbus, O.	571
WCOM	Parkersburg, W. Va.	684
WCON	Atlanta, Ga.	381
WCOP	Boston, Mass.	453
WCOS	Columbia, S. C.	619
WCOU	Lewiston, Me.	445
WCOV	Montgomery, Ala.	315
WCPO	Cincinnati, O.	566
WCPS	Tarboro, N. C.	558
WCRA	Effingham, Ill.	403
WCRB	Waltham, Mass.	461
WCRK	Morristown, Tenn.	633
WCRO	Johnstown, Penn.	597
WCRS	Greenwood, S. C.	622
WCRW	Chicago, Ill.	400
WCSC	Charleston, S. C.	618
WCSH	Portland, Me.	445
WCSR	Cobleskill, N. Y.	518
WCSS	Amsterdam, N. Y.	515
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	510
WCTT	Corbin, Ky.	431
WCUM	Cumberland, Md.	451
WCVI	Connellsville, Penn.	593
WCVS	Springfield, Ill.	407
WCYB	Bristol, Va.	668
WDAD	Indiana, Penn.	597
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	489
WDAK	Columbus, Ga.	384
WDAN	Danville, Ill.	402
WDAR	Savannah, Ga.	389
WDAS	Philadelphia, Penn.	601
WDAY	Fargo, N. D.	561
WDBC	Escanaba, Mich.	468
WDBJ	Roanoke, Va.	673
WDBO	Orlando, Fla.	372
WDEC	Americus, Ga.	379
WDEF	Chattanooga, Tenn.	626
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	667
WDGY	Minneapolis, Minn.	479
WDHL	Bradenton, Fla.	365
WDIA	Memphis, Tenn.	631
WDIG	Dothan, Ala.	311

Call Letters	City—State	See Page
WDLB	Marshfield, Wisc.	689
WDLP	Panama City, Fla.	373
WDMG	Douglas, Ga.	385
WDMJ	Marquette, Mich.	474
WDNC	Durham, N. C.	549
WDNE	Elkins, W. Va.	682
WDOD	Chattanooga, Tenn.	626
WDOS	Oneonta, N. Y.	537
WDOV	Dover, Del.	361
WDRC	Hartford, Conn.	357
WDSC	Dillon, S. C.	621
WDSG	Dyersburg, Tenn.	627
WDSM	Superior, Wisc.	691
WDSR	Lake City, Fla.	369
WDSU	New Orleans, La.	441
WDUK	Durham, N. C.	549
WDUN	Gainesville, Ga.	386
WDUZ	Green Bay, Wisc.	686
WDVA	Danville, Va.	669
WDWD	Dawson, Ga.	385
WDWS	Champaign, Ill.	399
WDZ	Tuscola, Ill.	408
WEAM	Arlington, Va.	667
WEAN	Providence, R. I.	615
WEAR	Pensacola, Fla.	374
WEAS	Decatur, Ga.	385
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wisc.	686
WEBC	Duluth, Minn.	477
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	403
WEBR	Buffalo, N. Y.	518
WECW	Mayaguez, P. R.	699
WEDC	Chicago, Ill.	400
WEDO	McKeesport, Penn.	599
WEEB	Southern Pines, N. C.	557
WEED	Rocky Mount, N. C.	556
WEEI	Boston, Mass.	453
WEEK	Peoria, Ill.	405
WEEU	Reading, Penn.	609
WEGO	Concord, N. C.	548
WEIM	Fitchburg, Mass.	458
WEKR	Fayetteville, Tenn.	628
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	465
WELM	Elmira, N. Y.	518
WELO	Tupelo, Miss.	486
WEMP	Milwaukee, Wisc.	689
WENC	Whiteville, N. C.	558
WENE	Endicott, N. Y.	519
WENK	Union City, Tenn.	635
WENR	Chicago, Ill.	400
WENT	Gloversville, N. Y.	520
WENY	Elmira, N. Y.	518
WEOA	Evansville, Ind.	411
WEOL	Elyria, O.	572
WEPM	Martinsburg, W. Va.	683
WERC	Eire, Penn.	594
WERD	Atlanta, Ga.	381
WESA	Charleroi, Penn.	593
WESB	Bradford, Pen.	593
WESC	Greenville, S. C.	621
WESL	Preston, Md.	452
WEST	Easton, Penn.	594
WESX	Salem, Mass.	461
WETB	Johnson City, Tenn.	628
WEUS	Eustis, Fla.	367
WEVD	New York, N. Y.	525
WEVE	Eveleth, Minn.	478
WEW	St. Louis, Mo.	494
WEWO	Laurinburg, N. C.	553
WEXL	Royal Oak, Mich.	475
WEXT	Milwaukee, Wisc.	689
WFAA	Dallas, Tex.	645
WFAK	Charleston, S. C.	617
WFAS	White Plains, N. Y.	545
WFAU	Augusta, Me.	444
WFBC	Greenville, S. C.	621
WFBG	Altoona, Penn.	592
WFBL	Syracuse, N. Y.	541
WFBM	Indianapolis, Ind.	413
WFBR	Baltimore, Md.	450
WFCI	Pawtucket, R. I.	615
WFDF	Flint, Mich.	469
WFEA	Manchester, N. H.	505
WFEB	Sylacauga, Ala.	316
WFEC	Miami, Fla.	370
WFGN	Gaffney, S. C.	621
WFHG	Bristol, Va.	668
WFHR	Wisconsin Rapids, Wisc.	692
WFIG	Sumter, S. C.	623
WFIL	Philadelphia, Penn.	603
WFIN	Findlay, O.	573
WFKY	Frankfort, Ky.	431
WFLA	Tampa, Fla.	375
WFLB	Fayetteville, N. C.	550
WFLO	Farmville, Va.	669
WFMD	Frederick, Md.	452
WFMJ	Youngstown, O.	576
WFNC	Fayetteville, N. C.	550
WFNS	Burlington, N. C.	547
WFOM	Marietta, Ga.	387
WFOR	Hattiesburg, Miss.	483
WFOX	Milwaukee, Wisc.	689
WFOY	St. Augustine, Fla.	374
WFPG	Atlantic City, N. J.	509
WFRB	Utica, N. Y.	543
WFRC	Reidsville, N. C.	556
WFRL	Freeport, Ill.	403
WFRN	Orangeburg, S. C.	622
WFRP	Savannah, Ga.	389
WFTC	Kingston, N. C.	553
WFTL	Ft. Lauderdale, Fla.	367
WFTM	Maysville, Ky.	434
WFTR	Front Royal, Va.	669
WFTW	Fort Wayne, Ind.	411
WFUN	Huntsville, Ala.	313
WFUR	Grand Rapids, Mich.	468
WFVA	Fredericksburg, Va.	669
WGAA	Cedartown, Ga.	384
WGAC	Augusta, Ga.	382
WGAD	Gadsden, Alabama	312
WGAI	Elizabeth City, N. C.	550
WGAL	Lancaster, Penn.	598
WGAN	Portland, Me.	445
WGAP	Maryville, Tenn.	631
WGAR	Cleveland, O.	567
WGAT	Utica, N. Y.	544
WGAU	Athens, Ga.	379
WGAY	Silver Spring, Md.	452

Call Letters	City—State	See Page
WGBA	Columbus, Ga.	384
WGBB	Freeport, N. Y.	519
WGBF	Evansville, Ind.	411
WGBG	Greensboro, N. C.	552
WGBI	Scranton, Penn.	610
WGBR	Goldsboro, N. C.	551
WGBS	Miami, Fla.	370
WGCM	Gulfport, Miss.	483
WGEM	Quincy, Ill.	406
WGES	Chicago, Ill.	400
WGFG	Kalamazoo, Mich.	473
WGGA	Gainesville, Ga.	386
WGGG	Gainesville, Fla.	367
WGH	Newport News, Va.	670
WGIL	Galesburg, Ill.	403
WGIV	Charlotte, N. C.	548
WGKV	Charleston, W. Va.	681
WGL	Ft. Wayne, Ind.	411
WGLN	Glens Falls, N. Y.	519
WGN	Chicago, Ill.	401
WGNC	Gastonia, N. C.	550
WGNH	Gadsden, Ala.	312
WGNI	Wilmington, N. C.	559
WGNS	Murfreesboro, Tenn.	633
WGNY	Newburgh, N. Y.	523
WGOV	Valdosta, Ga.	391
WGPA	Bethlehem, Penn.	592
WGPC	Albany, Ga.	379
WGR	Buffalo, N. Y.	518
WGRC	Louisville, Ky.	433
WGRD	Grand Rapids, Mich.	469
WGRM	Greenwood, Miss.	483
WGRV	Greenville, Tenn.	628
WGST	Atlanta, Ga.	381
WGTC	Greenville, N. C.	552
WGTL	Kannapolis, N. C.	553
WGTM	Wilson, N. C.	559
WGUY	Bangor, Me.	444
WGVA	Geneva, N. Y.	519
WGWC	Selma, Ala.	316
WGWD	Gadsden, Ala.	312
WGWR	Asheboro, N. C.	546
WGY	Schenectady, N. Y.	541
WGYV	Greenville, Ala.	313
WHAB	Stroudsburg, Penn.	611
WHAI	Greenfield, Mass.	458
WHAL	Shelbyville, Tenn.	635
WHAM	Rochester, N. Y.	537
WHAN	Charleston, S. C.	618
WHAR	Clarksburg, W. Va.	682
WHAS	Louisville, Ky.	433
WHAT	Philadelphia, Pa.	603
WHAV	Haverhill, Mass.	458
WHAW	Weston, W. Va.	684
WHAZ	Troy, N. Y.	543
WHB	Kansas City, Mo.	489
WHBB	Selma, Ala.	316
WHBC	Canton, O.	566
WHBF	Rock Island, Ill.	407
WHBI	Newark, N. J.	510
WHBL	Sheboygan, Wisc.	691
WHBO	Sulphur Springs, Fla.	375
WHBQ	Memphis, Tenn.	631
WHBS	Huntsville, Ala.	313
WHBT	Harriman, Tenn.	628
WHBU	Anderson, Ind.	409
WHBY	Appleton, Wis.	685
WHCC	Waynesville, N. C.	558
WHCU	Ithaca, N. Y.	521
WHDF	Houghton, Mich.	471
WHDH	Boston, Mass.	453
WHDL	Olean, N. Y.	535
WHEB	Portsmouth, N. H.	506
WHEC	Rochester, N. Y.	539
WHED	Washington, N. C.	558
WHFC	Benton Harbor, Mich.	467
WHFB	Cicero, Ill.	402
WHGB	Harrisburg, Penn.	596
WHHM	Memphis, Tenn.	633
WHHT	Durham, N. C.	549
WHIM	Providence, R. I.	615
WHIN	Gallatin, Tenn.	628
WHIO	Dayton, O.	572
WHIR	Danville, Ky.	431
WHIS	Bluefield, W. Va.	681
WHIT	New Bern, N. C.	555
WHIZ	Zanesville, O.	577
WHJB	Greensburg, Penn.	595
WHK	Cleveland, O.	569
WHKC	Columbus, O.	571
WHKK	Akron, O.	565
WHKP	Hendersonville, N. C.	552
WHKY	Hickory, N. C.	552
WHLB	Virginia, Minn.	481
WHLD	Niagara Falls, N. Y.	535
WHLI	Hempstead, N. Y.	520
WHLN	Harlan, Ky.	432
WHLS	Port Huron, Mich.	475
WHLW	Rutland, Vt.	666
WHMA	Anniston, Ala.	309
WHN	New York, N. Y.	525
WHNC	Henderson, N. C.	552
WHO	Des Moines, Ia.	421
WHOB	Gardner, Mass.	458
WHOC	Philadelphia, Penn.	485
WHOD	Homestead, Penn.	597
WHOM	New York, N. Y.	527
WHOL	Allentown, Penn.	590
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	432
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	416
WHOW	Clinton, Ill.	402
WHP	Harrisburg, Penn.	596
WHPE	High Point, N. C.	552
WHRV	Ann Arbor, Mich.	465
WHSC	Hartsville, S. C.	622
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	471
WHTN	Huntington, W. Va.	682
WHUB	Cookeville, Tenn.	627
WHUC	Hudson, N. Y.	520
WHUM	Reading, Penn.	609
WHUN	Huntingdon, Penn.	597
WHWL	Nanticoke, Penn.	600
WHYN	Holyoke, Mass.	459
WHYU	Newport News, Va.	670
WIAC	San Juan, P. R.	703
WIBA	Madison, Wis.	687
WIBB	Macon, Ga.	387

Call Letters	City—State	See Page
WIBC	Indianapolis, Ind.	413
WIBG	Philadelphia, Penn.	603
WIBK	Knoxville, Tenn.	629
WIBM	Jackson, Mich.	473
WIBS	Santurce, P. R.	703
WIBU	Poynette, Wis.	691
WIBV	Belleville, Ill.	397
WIBW	Topeka, Kans.	430
WIBX	Utica, N. Y.	543
WICA	Ashtabula, O.	565
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	523
WIGM	Medford, Wis.	689
WIHL	Hammond, La.	438
WIKB	Iron Mountain, Mich.	471
WIKC	Bogalusa, La.	438
WIKY	Evansville, Ind.	411
WIL	St. Louis, Mo.	494
WILE	Cambridge, O.	566
WILK	Wilkes-Barre, Penn.	612
WILL	Urbana, Ill.	408
WILM	Wilmington, Del.	361
WILS	Lansing, Mich.	474
WILX	N. Wilkesboro, N. C.	555
WIMS	Michigan City, Ind.	416
WINC	Winchester, Va.	674
WIND	Chicago, Ill.	401
WING	Dayton, O.	571
WINK	Ft. Myers, Fla.	367
WINN	Louisville, Ky.	434
WINR	Binghamton, N. Y.	517
WINS	New York, N. Y.	527
WINX	Washington, D. C.	363
WINZ	Hollywood, Fla.	368
WIOD	Miami, Fla.	370
WIP	Philadelphia, Penn.	605
WIRA	Fort Pierce, Fla.	367
WIRB	Enterprise, Ala.	312
WIRE	Indianapolis, Ind.	415
WIRK	West Palm Beach, Fla.	376
WIRL	Peoria, Ill.	406
WIS	Columbia, S. C.	619
WISE	Asheville, N. C.	546
WISH	Indianapolis, Ind.	415
WISL	Shamokin, Penn.	610
WISN	Milwaukee, Wis.	689
WISR	Butler, Penn.	593
WITA	San Juan, P. R.	703
WITH	Baltimore, Md.	450
WIVY	Jacksonville, Fla.	368
WIZE	Springfield, O.	575
WJAC	Johnstown, Penn.	597
WJAG	Norfolk, Neb.	500
WJAR	Providence, R. I.	615
WJAS	Pittsburgh, Penn.	607
WJAX	Jacksonville, Fla.	368
WJBC	Bloomington, Ill.	397
WJBK	Detroit, Mich.	467
WJBO	Baton Rouge, La.	437
WJBW	New Orleans, La.	441
WJBY	Gadsden, Ala.	313
WJDA	Quincy, Mass.	461
WJDX	Jackson, Miss.	483
WJEF	Grand Rapids, Mich.	469
WJEJ	Hagerstown, Md.	452
WJEL	Springfield, O.	575
WJHL	Johnson City, Tenn.	628
WJHO	Opelika, Ala.	315
WJHP	Jacksonville, Fla.	368
WJIG	Tullahoma, Tenn.	635
WJIM	Lansing, Mich.	474
WJJD	Chicago, Ill.	401
WJJJ	Montgomery, Ala.	315
WJJL	Niagara Falls, N. Y.	535
WJJM	Lewisburg, Tenn.	631
WJLB	Detroit, Mich.	467
WJLD	Bessemer, Ala.	309
WJLS	Beckley, W. Va.	680
WJMC	Rice Lake, Wis.	691
WJMJ	Philadelphia, Penn.	605
WJMO	Cleveland, O.	569
WJMR	New Orleans, La.	442
WJMS	Ironwood, Mich.	473
WJMX	Florence, S. C.	621
WJNC	Jacksonville, N. C.	553
WJNO	West Palm Beach, Fla.	376
WJOB	Hammond, Ind.	412
WJOC	Jamestown, N. Y.	521
WJOI	Florence, Ala.	312
WJOL	Joliet, Ill.	404
WJOR	Bangor, Me.	444
WJOY	Burlington, Vt.	666
WJPA	Washington, Penn.	611
WJPD	Ishpeming, Mich.	473
WJPF	Herrin, Ill.	404
WJPG	Green Bay, Wis.	686
WJPR	Greenville, Miss.	483
WJPS	Evansville, Ind.	411
WJQS	Jackson, Miss.	483
WJR	Detroit, Mich.	468
WJRD	Tuscaloosa, Ala.	317
WJRI	Lenoir, N. C.	554
WJSW	Altoona, Penn.	592
WJTN	Jamestown, N. Y.	521
WJVA	South Bend, Ind.	416
WJVB	Jacksonville Beach, Fla.	369
WJVW	Chattanooga, Tenn.	627
WJW	Cleveland, O.	569
WJXN	Jackson, Miss.	483
WJZ	New York, N. Y.	529
WJZM	Clarksville Tenn.	627
WKAB	Mobile, Ala.	314
WKAI	Macomb, Ill.	404
WKAL	Rome, N. Y.	539
WKAN	Kankakee, Ill.	404
WKAP	Allentown, Penn.	590
WKAQ	San Juan, P. R.	703
WKAT	Miami Beach, Fla.	371
WKAX	Birmingham, Ala.	310
WKAY	Glasgow, Ky.	432
WKBB	Dubuque, Ia.	422
WKBC	N. Wilkesboro, N. C.	555
WKBH	LaCrosse, Wis.	687
WKBN	Youngstown, O.	577
WKBO	Harrisburg, Penn.	595
WKBR	Manchester, N. H.	505
WKBS	Oyster Bay, N. Y.	537
WKBV	Richmond, Ind.	416
WKBW	Buffalo, N. Y.	517
WKBZ	Muskegon, Mich.	474

Call Letters	City—State	See Page
WKCT	Bowling Green, Ky.	431
WKDA	Nashville, Tenn.	634
WKDK	Newberry, S. C.	622
WKEU	Griffin, Ga.	386
WKEY	Covington, Va.	668
WKGN	Knoxville, Tenn.	629
WKIC	Hazard, Ky.	432
WKIP	Poughkeepsie, N. Y.	537
WKIX	Columbia, S. C.	619
WKJB	Mayaguez, P. R.	699
WKJG	Fort Wayne, Ind.	412
WKLA	Ludington, Mich.	474
WKLF	Clanton, Ala.	311
WKLV	Blackstone, Va.	668
WKLX	Lexington, Ky.	432
WKLY	Hartwell, Ga.	386
WKMA	Quitman, Ga.	388
WKMH	Dearborn, Mich.	467
WKMO	Kokomo, Ind.	415
WKNA	Charleston, W. Va.	681
WKNB	New Britain, Conn.	358
WKNE	Keene, New Hampshire	505
WKNS	Kinston, N. C.	553
WKNX	Saginaw, Mich.	476
WKNY	Kingston, N. Y.	521
WKOB	North Adams, Mass.	460
WKOK	Sunbury, Penn.	611
WKOP	Binghamton, N. Y.	517
WKOW	Madison, Wis.	688
WKOX	Framingham, Mass.	458
WKOZ	Kosciusko, Miss.	484
WKPA	New Kensington, Penn.	600
WKPT	Kingsport, Tenn.	629
WKRC	Cincinnati, O.	567
WKRG	Mobile, Ala.	314
WKRM	Columbia, Tenn.	627
WKRO	Cairo, Ill.	397
WKRT	Cortland, N. Y.	518
WKRZ	Oil City, Penn.	600
WKSR	Pulaski, Tenn.	635
WKST	New Castle, Penn.	600
WKTG	Thomasville, Ga.	390
WKTM	Mayfield, Ky.	434
WKTY	La Crosse, Wis.	687
WKUL	Cullman, Ala.	311
WKVM	Arecibo, P. R.	699
WKWF	Key West, Fla.	369
WKWK	Wheeling, W. Va.	685
WKXL	Concord, N. H.	505
WKY	Oklahoma City, Okla.	581
WKYB	Paducah, Ky.	435
WKYW	Louisville, Ky.	434
WKZO	Kalamazoo, Mich.	473
WLAC	Nashville, Tenn.	634
WLAD	Danbury, Conn.	356
WLAG	LaGrange, Ga.	387
WLAK	Lakeland, Fla.	369
WLAM	Lewiston, Me.	445
WLAN	Lancaster, Penn.	598
WLAP	Lexington, Ky.	433
WLAQ	Rome, Ga.	388
WLAR	Athens, Tenn.	626
WLAT	Conway, S. C.	619
WLAU	Laurel, Miss.	484
WLAV	Grand Rapids, Mich.	469
WLAW	Lawrence, Mass.	459
WLAY	Muscle Shoals City, Ala.	315
WLBB	Carrollton, Ga.	383
WLBC	Muncie, Ind.	416
WLBF	Leesburg, Fla.	370
WLBG	Laurens, S. C.	622
WLBH	Mattoon, Ill.	405
WLBJ	Bowling Green, Ky.	431
WLBK	De Kalb, Ill.	402
WLBR	Lebanon, Penn.	598
WLBZ	Bangor, Me.	444
WLCR	Torrington, Conn.	360
WLCS	Baton Rouge, La.	438
WLCX	La Crosse, Wis.	687
WLDS	Jacksonville, Ill.	404
WLDY	Ladysmith, Wis.	687
WLEC	Sandusky, O.	575
WLEE	Richmond, Va.	672
WLEU	Erie, Penn.	595
WLEX	Lexington, Ky.	433
WLIB	New York, N. Y.	529
WLIO	East Liverpool, O.	572
WLIP	Kenosha, Wis.	687
WLIZ	Bridgeport, Conn.	356
WLLH	Lowell-Lawrence, Mass.	460
WLNH	Laconia, N. H.	505
WLOE	Leaksville, N. C.	554
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	683
WLOH	Princeton, W. Va.	684
WLOI	La Porte, Ind.	415
WLOK	Lima, O.	573
WLOL	Minneapolis, Minn.	479
WLOS	Asheville, N. C.	546
WLOU	Louisville, Ky.	434
WLOW	Norfolk, Va.	671
WLOX	Biloxi, Miss.	482
WLPM	Suffolk, Va.	674
WLPO	La Salle, Ill.	404
WLS	Chicago, Ill.	401
WLTR	Bloomsburg, Penn.	592
WLVA	Lynchburg, Va.	670
WLW	Cincinnati, O.	567
WLYN	Lynn, Mass.	460
WMAC	Pottstown, Penn.	608
WMAJ	State College, Penn.	610
WMAK	Nashville, Tenn.	634
WMAL	Washington, D. C.	363
WMAM	Marinette, Wis.	688
WMAN	Mansfield, O.	573
WMAP	Monroe, N. C.	554
WMAQ	Chicago, Ill.	401
WMAR	Baltimore, Md.	450
WMAS	Springfield, Mass.	461
WMAW	Milwaukee, Wis.	690
WMAZ	Macon, Ga.	387
WMBC	Macon, Miss.	485
WMBD	Peoria, Ill.	406
WMBG	Richmond, Va.	672
WMBH	Joplin, Mo.	489
WMBI	Chicago, Ill.	402
WMBL	Morehead City, N. C.	554
WMBM	Miami Beach, Fla.	372
WMBN	Petoskey, Mich.	475
WMBO	Auburn, N. Y.	515

Call Letters	City—State	See Page
WMBR	Jacksonville, Fla.	368
WMBS	Uniontown, Penn.	611
WMC	Memphis, Tenn.	633
WMCA	New York, N. Y.	531
WMCK	McKeesport, Penn.	599
WMDD	Fajardo, P. R.	699
WMEX	Boston, Mass.	457
WMFD	Wilmington, N. C.	559
WMFF	Plattsburg, N. Y.	537
WMFG	Hibbing, Minn.	478
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	553
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	388
WMGR	Bainbridge, Ga.	383
WMGW	Meadville, Penn.	600
WMGY	Montgomery, Aila.	315
WMID	Atlantic City, N. J.	506
WMIE	Miami, Fla.	370
WMIK	Middlesboro, Ky.	434
WMIN	St. Paul, Minn.	481
WMIQ	Iron Mountain, Mich.	471
WMIS	Natchez, Miss.	485
WMIX	Mt. Vernon, Ill.	405
WMJM	Cordele, Ga.	385
WMLO	Milwaukee, Wis.	690
WMLT	Dublin, Ga.	385
WMMB	Melbourne, Fla.	370
WMMI	Marquette, Mich.	474
WMMJ	Peoria, Ill.	406
WMMN	Fairmont, W. Va.	682
WMMR	Louisville, Ky.	...
WMMT	McMinnville, Tenn.	631
WMMW	Meriden, Conn.	358
WMNB	North Adams, Mass.	460
WMNC	Morganton, N. C.	555
WMOA	Marietta, O.	573
WMOB	Mobile, Ala.	314
WMOC	Covington, Ga.	385
WMOG	Brunswick, Ga.	383
WMOH	Hamilton, O.	573
WMON	Montgomery, W. Va.	683
WMOU	Berlin, N. H.	505
WMOX	Meridian, Miss.	485
WMPC	Lapeer, Mich.	474
WMPS	Memphis, Tenn.	633
WMRC	Greenville, S. C.	622
WMRF	Lewiston, Penn.	599
WMRN	Marion, O.	574
WMRO	Aurora, Ill.	397
WMRP	Flint, Mich.	469
WMSA	Massena, N. Y.	523
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	418
WMTC	Lawson, Ky.	432
WMTW	Portland, Me.	445
WMUR	Manchester, N. H.	506
WMUS	Muskegon, Mich.	474
WMVA	Martinsville, Va.	670
WMVG	Milledgeville, Ga.	388
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	457
WNAE	Warren, Penn.	611
WNAF	Providence, R. I.	615
WNAM	Neenah, Wis.	690
WNAO	Raleigh, N. C.	555
WNAR	Norristown, Penn.	600
WNAX	Yankton, S. D.	625
WNBC	New York, N. Y.	531
WNBF	Binghamton, N. Y.	517
WNBH	New Bedford, Mass.	460
WNBZ	Saranac Lake, N. Y.	541
WNCA	Asheville, N. C.	546
WNDB	Daytona Beach, Fla.	366
WNDR	Syracuse, N. Y.	542
WNEB	Worcester, Mass.	462
WNEL	San Juan, P. R.	703
WNEW	New York, N. Y.	533
WNEX	Macon, Ga.	387
WNGO	Mayfield, Ky.	434
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	509
WNLC	New London, Conn.	359
WNLK	Norfalk, Conn.	359
WNMP	Evanston, Ill.	403
WNNC	Newton, N. C.	555
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	442
WNOK	Columbia, S. C.	619
WNOW	York, Penn.	613
WNOX	Knoxville, Tenn.	629
WNVA	Norton, Va.	671
WNYB	Kenmore, N. Y.	521
WOAI	San Antonio, Tex.	659
WOAP	Owosso, Mich.	475
WOAY	Oak Hill, W. Va.	684
WOBT	Pelican-Rhinelander, Wis.	691
WOC	Davenport, Ia.	419
WOCB	West Yarmouth, Mass.	462
WOHS	Shelby, N. C.	557
WOKO	Albany, N. Y.	515
WOKZ	Alton, Ill.	397
WOL	Washington, D. C.	363
WOLF	Syracuse, N. Y.	543
WOLS	Florence, S. C.	621
WOMI	Owensboro, Ky.	435
WOMT	Manitowoc, Wis.	688
WOND	Oak Ridge, Tenn.	635
WONO	Oneonta, N. Y.	537
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	469
WOOF	Dothan, Ala.	312
WOOK	Silver Spring, Md.	452
WOPI	Bristol, Tenn.	626
WOR	New York, N. Y.	533
WORA	Mayaguez, P. R.	699
WORC	Worcester, Mass.	462
WORD	Spartanburg, S. C.	623
WORK	York, Penn.	614
WORL	Boston, Mass.	457
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	690
WOTW	Nashua, N. H.	506
WOV	New York, N. Y.	535
WOVS	Jacksonville, Fla.	369
WOW	Omaha, Neb.	501
WOWO	Ft. Wayne, Ind.	412
WPAB	Ponce, P. R.	703
WPAD	Paducah, Ky.	435

Call Letters	City—State	See Page
WPAG	Ann Arbor, Mich.	465
WPAM	Pottsville, Penn.	608
WPAQ	Mount Airy, N. C.	555
WPAR	Parkersburg, W. Va.	684
WPAT	Paterson, N. J.	510
WPAX	Thomasville, Ga.	390
WPAY	Portsmouth, O.	574
WPBP	Mayaguez, P. R.	699
WPDQ	Jacksonville, Fla.	369
WPDX	Clarksburg, W. Va.	682
WPEN	Philadelphia, Penn.	607
WPFB	Middletown, O.	574
WPGH	Pittsburgh, Penn.	608
WPIC	Sharon, Penn.	610
WPIK	Alexandria, Va.	657
WPIT	Pittsburgh, Penn.	608
WPLH	Huntington, W. Va.	683
WPOR	Portland, Me.	446
WPPA	Pottsville, Penn.	608
WPRA	Mayaguez, P. R.	699
WPRO	Providence, R. I.	617
WPRP	Ponce, P. R.	703
WPTF	Raleigh, N. C.	555
WPTN	Paris, Tenn.	635
WPTR	Albany, N. Y.	515
WPTW	Piqua, O.	574
WPUV	Pulaski, Va.	672
WPWA	Chester, Penn.	593
WQAM	Miami, Fla.	371
WQAN	Scranton, Penn.	610
WQBC	Vicksburg, Miss.	486
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	405
WQXI	Buckhead, Ga.	383
WQXR	New York, N. Y.	535
WRAK	Williamsport, Penn.	613
WRAL	Raleigh, N. C.	556
WRAW	Reading, Pa.	609
WRBC	Jackson, Miss.	484
WRBL	Columbus, Ga.	384
WRC	Washington, D. C.	363
WRCS	Ahoskie, N. C.	546
WRDO	Augusta, Me.	444
WRDW	Augusta, Ga.	383
WREC	Memphis, Tenn.	633
WREN	Topeka, Kan.	430
WREX	Duluth, Minn.	478
WRFD	Worthington, O.	576
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	686
WRGA	Rome, Ga.	388
WRHI	Rock Hill, S. C.	623
WRHP	Tallahassee, Fla.	375
WRIA	Caguas, P. R.	699
WRIB	Providence, R. I.	615
WRJN	Racine, Wis.	691
WRLC	Toccoa, Ga.	391
WRLD	West Point, Ga.	391
WRMN	Elgin, Ill.	433
WRMS	Ware, Mass.	462
WRNL	Richmond, Va.	672
WRNO	Orangeburg, S. C.	622
WRNY	Rochester, N. Y.	539
WROB	West Point, Miss.	486
WROD	Daytona Beach, Fla.	366
WROE	Mobile, Ala.	314
WROK	Rockford, Ill.	407
WROL	Knoxville, Tenn.	631
WROM	Rome, Ga.	389
WRON	Ronceverte, W. Va.	684
WROV	Roanoke, Va.	673
WROW	Albany, N. Y.	515
WROX	Clarksdale, Miss.	482
WRQN	Vidalia, Ga.	391
WRR	Dallas, Tex.	645
WRRF	Washington, N. C.	558
WRRN	Warren, O.	576
WRRZ	Clinton, N. C.	548
WRTA	Altoona, Penn.	592
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	544
WRVA	Richmond, Va.	673
WRWR	Albany, N. Y.	515
WRXL	Grenada, Miss.	482
WSAC	Columbus, Ga.	384
WSAI	Cincinnati, O.	567
WSAM	Saginaw, Mich.	476
WSAN	Allentown, Penn.	590
WSAP	Portsmouth, Va.	671
WSAR	Fall River, Mass.	458
WSAT	Salisbury, N. C.	557
WSAU	Wausau, Wis.	692
WSAV	Savannah, Ga.	389
WSAY	Rochester, N. Y.	539
WSAZ	Huntington, W. Va.	683
WSB	Atlanta, Ga.	381
WSBA	York, Penn.	614
WSBC	Chicago, Ill.	402
WSBR	Superior, Wis.	692
WSBT	South Bend, Ind.	416
WSCR	Scranton, Penn.	610
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	435
WSFT	Thomaston, Ga.	390
WSGC	Elberton, Ga.	386
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	557
WSID	Baltimore, Md.	450
WSIR	Winter Haven, Fla.	376
WSIV	Pekin Ill.	405
WSIX	Nashville, Tenn.	634
WSJS	Winston-Salem, N. C.	560
WSKB	McComb, Miss.	485
WSKI	Montpelier-Barre, Vt.	666
WSKY	Asheville, N. C.	547
WSLA	Hammond, La.	438
WSLB	Ogdensburg, N. Y.	535
WSLI	Jackson, Miss.	484
WSLS	Roanoke, Va.	673
WSM	Nashville, Tenn.	634
WSMB	New Orleans, La.	442
WSNJ	Bridgeton, N. J.	509
WSNY	Schenectady, N. Y.	541
WSOC	Charlotte, N. C.	548
WSON	Henderson, Ky.	432
WSOO	Sault Ste. Marie, Mich.	476
WSOY	Decatur, Ill.	402
WSPA	Spartanburg, S. C.	623
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	575

Call Letters	City—State	See Page
WSPR	Springfield, Mass.	461
WSRS	Cleveland Heights, O.	571
WSSB	Durham, N. C.	549
WSSV	Petersburg, Va.	671
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	557
WSTS	Southern Pines, N. C.	557
WSTV	Steubenville, O.	575
WSUA	Bloomington, Ind.	409
WSUN	St. Petersburg, Fla.	374
WSVA	Harrisonburg, Va.	670
WSVS	Crewe, Va.	668
WSWN	Belle Glade, Fla.	365
WSYB	Rutland, Vt.	667
WSYR	Syracuse, N. Y.	543
WTAD	Quincy, Ill.	407
WTAG	Worcester, Mass.	462
WTAL	Tallahassee, Fla.	375
WTAM	Cleveland, O.	569
WTAQ	Green Bay, Wis.	686
WTAR	Norfolk, Va.	671
WTAW	College Station, Tex.	641
WTAX	Springfield, Ill.	408
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	451
WTCB	Flint, Mich.	471
WTCJ	Tell City, Ind.	417
WTCM	Traverse City, Mich.	476
WTCN	Minneapolis, Minn.	479
WTCO	Campbellsville, Ky.	431
WTEL	Philadelphia, Penn.	605
WTHI	Terre Haute, Ind.	417
WTHT	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTIK	Durham, N. C.	549
WTIP	Charleston, W. Va.	681
WTJS	Jackson, Tenn.	628
WTMA	Charleston, S. C.	618
WTMC	Ocala, Fla.	372
WTMJ	Milwaukee, Wis.	690
WTMV	E. St. Louis, Ill.	403
WTMB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	558
WTNJ	Trenton, N. J.	510
WTNS	Coshocton, O.	571
WTNT	Augusta, Ga.	393
WTOB	Winston-Salem, N. C.	560
WTOC	Savannah, Ga.	390
WTOD	Toledo, O.	576
WTOK	Meridian, Miss.	485
WTOL	Toledo, O.	576
WTOM	Bloomington, Ind.	409
WTON	Staunton, Va.	673
WTOP	Washington, D. C.	364
WTOR	Torrington, Conn.	360
WTPR	Paris, Tenn.	635
WTPS	New Orleans, La.	442
WTRC	Elkhart, Ind.	403
WTRF	Bellaire, O.	565
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	543
WTSB	Lumberton, N. C.	554
WTSP	St. Petersburg, Fla.	374
WTTH	Port Huron, Mich.	475
WTTM	Trenton, N. J.	510
WTTS	Bloomington, Ind.	409
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	446
WTVN	Johnson City, Tenn.	629
WTWA	Thomson, Ga.	390
WTYS	Marianna, Fla.	370
WUSN	Charleston, S. C.	619
WVAM	Altoona, Penn.	592
WVCG	Coral Gables, Fla.	365
WVCH	Chester, Pa.	593
WVET	Rochester, N. Y.	539
WVIM	Vicksburg, Miss.	486
WVJS	Owensboro, Ky.	435
WVLK	Versailles, Ky.	435
WVLN	Olney, Ill.	405
WVMI	Biloxi, Miss.	482
WVNJ	Newark, N. J.	510
WVOK	Birmingham, Ala.	310
WVOM	Brookline, Mass.	457
WVOS	Liberty, N. Y.	523
WVPO	Stroudsburg, Penn.	611
WVRA	Orangeburg, S. C.	623
WVSC	Barnwell, S. C.	617
WVVW	Fairmont, W. Va.	682
WWBZ	Vineland, N. J.	510
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	364
WWEZ	New Orleans, La.	442
WWGP	Sanford, N. C.	557
WWGS	Tifton, Ga.	390
WWJ	Detroit, Mich.	468
WWL	New Orleans, La.	442
WWNC	Asheville, N. C.	547
WWNH	Rochester, N. H.	506
WWNL	Newport, Ky.	435
WWNR	Beckley, W. Va.	680
WWNS	Statesboro, Ga.	390
WWNY	Watertown, N. Y.	545
WWOD	Lynchburg, Va.	670
WWOK	Flint, Mich.	471
WWOL	Lackawanna, N. Y.	523
WWON	Woonsocket, R. I.	617
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	373
WWPG	Palm Beach, Fla.	373
WWPN	Middlesboro, Ky.	435
WWRL	Woodside, N. Y.	545
WWSC	Glens Falls, N. Y.	519
WWSO	Springfield, O.	575
WWSR	St. Albans, Vt.	667
WWST	Wooster, O.	576
WWSW	Pittsburgh, Penn.	608
WWVA	Wheeling, W. Va.	685
WWWB	Jasper, Ala.	313
WWXL	Peoria, Ill.	406
WXAL	Demopolis, Ala.	311
WXGI	Richmond, Va.	673
WXLT	Ely, Minn.	478
WXYZ	Detroit, Mich.	468
WZIP	Covington, Ky.	431

ALABAMA

Estimated Population 2,824,000—% Increase —0.3—Radio Homes 481,424
Farms with Radios 117,485—Stations in State 55

WAVU (CP)

ALBERTVILLE

Frequency: 630 Kc.....Power: 500 Watts, d.
Owned-Operated By..Pat Murphy Courington

WRFS

ALEXANDER CITY—EST. 1947

Frequency: 1050 Kc.....Power: 1,000 Watts
Owned-Operated By...Piedmont Service Corp.
Business Address.....P. O. Box 72
Phone Number 1050
Studio Address.....138 Main St.
Transmitter Location.....U. S. 241 W. of Alexander City 2½ mi.
Air Time:.....Local Sunrise—Local Sunset
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership ...National Assn. of Broadcasters
President.....James L. Coley
Gen.-Station-Com. Mgr.....Lem Coley
Program Director .....Bob McKinnon
Chief Announcer.....Tom Jones
Chief Engineer.....James W. Whatley

WCTA

ANDALUSIA—EST. 1946

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Andalusia Bcstg. Co., Inc.
Business-Studio Address.....Opp. Highway
Phone Number 844
Transmitter .....Opp. Highway
Air Time.....5:55 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Membership ..... NAB
Gen.-Station-Sales Mgr.....James T. Ownby
Publicity Director.....James T. Ownby
Program Chief Announcer.....J. Dige Bishop
Musical Director.....Charles Gilmore
Chief Engineer.....J. Dige Bishop

WHMA

ANNISTON—EST. 1938

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Anniston Bcstg Co.
Business-Studio Address.....Radio Bldg.
Phone Number 2380
Transmitter.....15th St. at Boyington Ave.
Air Time.....5:45 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NAB-BMB
President-Owner .....Harry M. Ayers
General Mgr.....Malcolm Street
Sales Mgr. .....Robert A. Davidson
Program Dir.-Chief Announcer....Ross Charles
Publicity Dir. .....Earl Rahrer
Chief Engineer.....James A. Hudson
Farm Editor.....A. S. Mathews

WOOB

ANNISTON—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned Operated By.....W. S. Weatherly
Business-Studio Address....10th & Noble St.
Phone Number 3210-1
Transmitter Location ....16th & Boynton Ave.
Air Time .....18 hrs. daily
Transcription Service .....World
Station Representative.....Thos. F. Clark
President-Owner.....W. S. Weatherly
Station Manager.....R. E. Duffey
Program Director.....H. Weaver
Chief Announcer.....Keith Gordon
Chief Engineer.....Raymond Watson

WAUD

AUBURN—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number 1240
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Partners.....Wm. W. Hunt, C. I. Shelkofsky, Elmer Salter
President-General Mgr.....Elmer G. Salter
Program Director.....Neil Lovett
Chief Engineer.....Charles Herman

WJLD

BESSEMER—EST. 1942

MBS-KBS-ALA.

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 147
Phone Nos..Bessemer 2300; Birmingham 6-6172
Transmitter.....Birmingham Bessemer Super Highway
Air Time.....18 hours daily
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Pres.-Owner-Gen. Mgr....George Johnston, Jr.
Station Mgr.....James F. Connolly
Sales Mgr.....Clay Coe
Sales Promotion Mgr.....Mrs. Black
Publicity Dir.....Peggy Calder

WAPI

BIRMINGHAM—EST. 1922

CBS

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Univ. of Ala., Ala. Polytechnic Inst., Ala. Coll.
Operated By.....Voice of Ala., Inc.
Bus.-Studio Address..701 Protective Life Bldg.
Phone Number.....3-8116
Transmitter .....Sandusky, Ala.
Air Time.....5:30 a.m.-12 M, Mon.-Sat.; 8 a.m.-12 M, Sun.
Transcription Service.....World, Lang-Worth
Representative .....Radio Sales
Membership .....NAB-BMB
Chairman of Bd.....Ed Norton
President-General-Station Mgr.....Thad Holt
Sales Mgr.....Thad Holt
Sales Promotion Mgr.-Pub. Dir....Lionel Baxter
Program Dir.....Jimmie Wilson
Production Mgr.....Burtt F. McKee, Jr.
Chief Announcer.....Clint Blakely
Chief Engineer.....James L. Evans
Farm Editor.....John McCune

WBRC

BIRMINGHAM—EST. 1925

NBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address .....WBRC Bldg.
Phone Number.....4-7741
Transmitter Location....2400 Arkedelphia Rd.
Air Time.....6 a.m.-12 M.
News Service .....INS
Transcription Service...Standard, Lang-Worth
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB
President-Gen. Mgr.....Eloise Smith Hanna
Station Manager.....Howell C. Cobb
Sales Managers.....L. W. Connors, Don D. Campbell
Pgm. Dir. Prod. Mgr.....Ira Leslie
Publicity Director.....John T. Orr
Chief Announcer.....Davenport Smith
Musical Director.....Herbert Grieb
Chief Engineer.....G. P. Hamann

WKAX

BIRMINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Courier Bcstg. Service, Inc.
Address.....1710 6th Ave. No., P.O. Box 2190
Phone Number 54-2541
Transmitter Location.....231 2nd St., West
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Associated
Representative.....Hal Holman Co.
President.....Glenn V. Tingley
General-Commercial Manager.....Ganus C. Scarborough
Program Director.....Dorothy Alexander
Prom. Manager.....Maurice Jackson
Chief Engineer.....Stanley L. Hawkins

WSGN

BIRMINGHAM—EST. 1927

ABC

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned by News Co.....The Birmingham
Business Studio Address.....Dixie Carlton Hotel, P. O. Box 2553
Phone Number.....4-3434
Transmitter Location.....Fair Grounds
Air Time.....5 a. m.-12 m. weekdays; 6:30 a. m.-12 m, Sun.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Headley-Reed Co.
Membership.....NAB, BMB
Managing Director.....Henry P. Johnston
Commercial Manager.....Julian A. Flint
Prom. & Pub. Dir.....Mrs. Mary F. Childers
Program Director.....Eugene M. Plumstead
Musical Dir.....Mrs. Sara Cook
Chief Engineer.....J. V. Sanderson

WTNB

BIRMINGHAM—EST. 1946

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Operated By.....Thomas N. Beach
Address.....117½ North 21st St.
Phone Number 4-4511
Air Time...6:00 a.m. to 11:30 p.m., Mon.-Fri.
News Service.....AP
Transcription Service..ASCAP, SESAC, World
Representative.....George P. Hollingberry
Membership .....NAB
President.....Thomas N. Beach
V.P.-Gen. Mgr.....Mrs. Evelyn S. Hicks
Assistant Manager.....David Loveman
National Sales.....Mrs. Anna N. Brunker
Production Mgr.....Mrs. E. P. Allen
Publicity Director.....A. B. Pettey
Chief Engineer.....Frank J. Murphee

WVOK

BIRMINGHAM—EST. 1947

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....Box 2407
Representative .....Gene Grant
Membership.....NAB, BMB
President.....Iralee W. Benns
General Manager.....J. E. Reynolds

WEBJ

BREWTON—EST. 1946

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....W. E. Brooks
Operated By.....Brewton Bcstg. Co.
Business Address.....Box 53
Phone Number.....557-8
Studio-Transmitter..... East St.
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP
Transcription Service.....Lang-Worth, Cole, Keystone
Representative.....Cox & Tanz
Membership .....NAB
President-Owner .....W. E. Brooks
Gen. Station Sales Mgr.....H. C. Gilreath, Jr.
Sales Promotion Mgr.....Wesley Gardner
Program Dir.....Catherine Gardner
Prod. Mgr., Pub. Dir., Chief Announcer..... Charles Herman
Musical Dir.....Sosa Strain
Chief Engineer.....Charles Herman
Farm Editor.....Howard Gilreath, Jr.

WKLF

CLANTON—EST. 1947

KBS

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By:.....Southeastern Bcstg Co., of Clanton
Bus. Studio Add.....703½ Second Ave. North
Phone Number 449
Transmitter Location.....Selma Highway
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....SESAC
V.P.-Gen. Station Mgr.....Hugh Webb
Commercial Manager.....Thomas Moore
Sales Promotion Manager, Chief Announcer ..Buck Littleton
Program Director.....Charolett Barney
Production Manager.....Kelly Robinson
Publicity Director.....John Robinson
Musical Director.....Mrs. Carlisle Miller
Chief Engineer.....Lester Carter
Farm Editor.....E. C. Glascock

WKUL

CULLMAN—EST. 1946

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Address.....109 6th Ave., East
Transmitter Location.....Cullman, Ala.
Air Time.....5:30 a.m.-10:30 p.m.
Owners.....H. H. Kinney, D. T. Kinney

WHOS (CP)

DECATUR

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By....North Ala. Bcstg. Co.
Business Address..109 Sixth Ave., E. Cullman, Ala.
Partners.....H. H. Kinney, D. T. Kinney

WMSL

DECATUR—EST. 1935

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Tenn. Valley Bcstg. Co., Inc.
Studio-Business Address.....522 Bank St.
Phone Number.....802-3
Transmitter.....Danville Rd. Decatur
Air Time.....6a.m.-10:30 p.m.
News Service.....UP
Transcription Service.....World, SESAC
President.....Melvin Hutson
Station-Commercial Mgr.....Kyle G. Frazier
Program Director.....Lewis C. Blizzard
Chief Engineer.....J. V. Roser

WXAL

DEMOPOLIS—EST. 1947

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Business Address.....Demopolis, Ala.
News Service .....AP
Transcription Service .....World
General-Commercial-Production Manager.....W. M. Jordan
Chief Engineer.....T. H. Gaillard, Jr.

WAGF

DOTHAN—EST. 1932

MBS

Frequency: 1400 Kc. CP-1320....Power: 250 Watts CP-1000
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number 1403-2002
Transmitter Location.....Headland Highway
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Standard
Membership .....NAB
Commercial Manager.....Fred C. Moseley

WDIG

DOTHAN—EST. 1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Houston Bcsters
Studio Business Address...107 E. Adams St.
Phone Number.....2480

Transmitter.....Dothan, Ala.
Air Time.....19 hrs. daily
News Service.....U.P.
Transcription Service.....Lang-Worth, ..Thesaurus, Cole
Representative....Harry Summing, South East
Membership .....NAB
Owner-Gen. Station Mgr.....Jess Swicegood
Comm. Sales Prom. Ggr.....J. P. Burnett
Pgm. Dir., Chief Ann.....J. P. Culver, Jr.
Chief Engineer..... Jess Swicegood

WOOF (CP)

DOTHAN

Frequency: 560 Kc.....Power: 1000 Watts d.
Owned-Operated By....Dowlander Bcstg. Co.
Business Address.....114½ Foster St.
Partners.....R. A. Dowling, Jr., Owens F. Alexander

WIRB (CP)

ENTERPRISE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Business Address.....200 N. Main St.
Partners....Franklin H. James, Robert Edward James, Ralph M. Stanford

WJOI

FLORENCE—EST. 1946

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Clyde W. Anderson, Joe T. Van Sandt
Owned-Oper. By.....Florence Bcstg. Co.
Address.....850 S. Court St.
Air Time.....Unlimited
Transcription Service.....World
Owner, Gen. Station Commercial, Sales Promotion Manager.....Joe T. Van Sandt
Pgm. Dir., Produ. Mgr., Pub. Dir., Chief Announcer, Musical Director...David E. Bigley
Chief Engineer.....Maurice E. McKinney
Farm Editor.....Maurice E. McKinney

WMFT

FLORENCE—EST. 1945

N. ALA. NETWORK-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Cities Bcstg Co.
Bus. Add..800 Cypress Mill Rd., P. O. Box 477
Phone Number.....42
Studio-Transmitter.....800 Cypress Mill Rd.
Air Time..5:55a.m.-11:05 p.m., 5:55 a.m.-12:05 a.m. Sat.
News Service.....AP
Transcription Service.....Associated
Representative.....Tri-Cities Bcstg. Co.
Membership .....NAB
President.....Milton S. Killen
V.P.-Station Mgr.....James C. Miller, III
Secty.-Treas.....Franklin L. Bush
Musical Dir.....Evelyn Reeburgh
Chief Engineer.....James C. Miller, III
Farm Editor.....Jim Miller

WGAD

GADSDEN—EST. 1946

MBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Coosa Valley Bcstg. Co.
Bus., Studio Address(es):....817 Forrest Ave.
Phone Number.....3880
Transmitter Location:.....Attalla, Ala.
Air Time.....5:30 a.m.-12 M
News Service.....U.P.
Transcription Service.....Thesaurus
Representative.....Donald Cooke
Membership.....NAB, BMB
Pres., Station, Comm. Mgr.....J. W. Buttram
Sales Promotion Manager.....Marke Goode
Production Manager.....Glenn Hunt
Publicity Director.....Wanda Conner
Chief Announcer.....Lee Blaine
Chief Engineer.....H. D. Williams
Farm Editor.....Bob Mayeld

WGNH

GADSDEN—EST. 1947

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...General Newspapers, Inc.
Bus.-Studio Address.....Philipson Bldg.
Phone Number.....4780
Transmitter.....2000 Chestnut St.
Air Time.....6 a.m.-12M.
News Service.....INS
Transcription Service.....Capital, World
Rep.....Burke, Kuipers & Mahoney, Inc.
Membership.....NAB, BMB
Gen. Station Mgr.....Henry A. Jones
Comm. Mgr.....Andrew B. Letson
Pgm. Dir., Chief Announcer.....Lynn Dawson
Chief Engineer.....Andrew B. Letson

WGWD

GADSDEN—EST. 1947

ALABAMA NETWORK

Frequency: 570 Kc.....Power: 1000 Watts
Owned By.....G. W. Covington, Jr.
Operated By.....Edwin H. Estes
Business Address.....P. O. Box 128
Phone Number.....1029, 5001
Studio Address...Medical Bldg., So. Fifth St.
Transmitter Location...4 ml. N. W. of Gadsden
Air Time.....Local Sunrise-Local Sunset
News Service.....A.P.
Transcription Service.....Associated
Representative.....McGeehan & O'Mara
Membership.....NAB, BMB

President-Owner.....G. W. Covington, Jr.
Gen. Station, Comm. Mgr.....Edwin H. Estes
Sales Promotion Mgr.....O. B. McAbee
Pgm. Dir., Prod. Mgr., Chief Ann.....George Cardell
Publicity Director.....Merle Murray
Chief Engineer.....John Townsend

WJBY

GADSDEN—EST. 1928

ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Gadsden Bcstg. Co., Inc.
Address.....108 Broad Street
Phone Number.....62 & 88
Transmitter Location.....108 Broad Street
Time on the Air.....6 a.m.-11 p.m.
News Service.....A.P.
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer
President.....Bascom H. Hopson
Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
Comm.-Sales Promotion Mgr.....Sam Benton
Chief Engineer.....William Pigg

WGYV (CP)

GREENVILLE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Greenville Bcstg. Co.
Partners.....E. V. Stabler, Calvin Poole, S. W. Ferrell, Jr.

WBHP

HUNTSVILLE—EST. 1937

MBS—ALABAMA NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned, Operated By.....W. H. Pollard
Bus. Studio Address.....316 West Holmes St.
Phone Number.....313
Transmitter Location.....Athens Pike
Air Time.....6 a.m.-11 p.m.
News Service.....U.P.
Transcription Service.....Keystone, Standard
Membership.....NAB
President.....W. H. Pollard
Gen. Station Comm. Mgr.....W. J. Keown
Sales Prom. Mgr., Pgm. Dir., Prod. Mgr....Bob Dunnavant
Publicity Director.....Kathryn Moorer
Chief Announcer.....Mark Leon
Musical Director.....Jimmy Blackburn
Chief Engineer.....Bill Harris
Farm Editor.....Dewey Webb

WFUN

HUNTSVILLE—EST. 1946

ALA. BCSTG. SYS.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Address.....P. O. Box 523
Phone Number.....2423-4
Studio Transmitter Loc.....410 W. Holmes St.
Time on the Air.....6 a.m. to 12 M.
News Service.....AP
Transcription Service.....Lang-Worth, World
Representative.....Sears & Ayers
Pres.-Owner-Sales Mgr.....John Garrison
Commercial Manager.....John Garrison
Program Director.....Eva Alverson
Chief Announcer.....Al Tryon
Chief Engineer.....F. L. Mickle
Musical Director.....Malcom Tate
Farm Editor.....Al Tryon

WHBS

HUNTSVILLE—EST. 1946

ABC-ALA. BCSTG. SYSTEM-ALA.-TENN. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...The Huntsville Times Co.
Business-Studio Address...207 W. Clinton St.
Phone Number.....2345
Transmitter.....N. Church St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Headley-Reed
Membership.....NAB
President.....Henry P. Johnston
General Mgr.....M. C. Gregory
Sales Dir.....Thomas C. Lawler, Jr.
Program-Production Dir.....Richard Warner
Chief Announcer.....Ralph Tanner
Musical Librarian.....Earl Fisher
Chief Engineer.....James V. Sanderson
Farm Editor.....Paul R. Baumgardner

WWWB

JASPER—EST. 1946

MBS—ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned, Operated By...Bankhead Bcstg. Co. James E. Reese
Business Studio Address.....Bankhead-Long Building, 3rd Avenue
Phone Number.....100
Transmitter Location:.....W. 20th St.
Air Time.....5:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Friedenberg Agency
Membership.....NAB
President.....W. W. Bankhead
General Station Manager.....James E. Reese
Comm. Mgr., Musical Dir..Joseph L. Sartain, Jr.
Sales Promotion Manager.....Veneta Fike
Pgm. Dir., Prod. Mgr., Chief Ann....Charles T. Metcalfe
Publicity Director.....Mary O. Wilson
Chief Engineer.....Jack Copeland
Farm Editor.....Wiley W. White

WABB (CP)

MOBILE

MBS—KBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Mobile Daily Newspapers, Inc.
Business Address.....304 Government St.
Phone Number 3-1551
News Service .....AP
Transcription Service .....Associated
Membership.....NAB, BMB
President.....R. B. Chandler
General Manager.....W. J. Hearin, Jr.
Program Director.....Anthony Leighton
Chief Engineer.....William H. Murphree

WALA

MOBILE—EST. 1930

NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co.
Address.....106 St. Joseph St., AT&N Railroad Bldg.
Phone Number 3-3787
Transmitter Location....Tensas Bridge Head, Baldwin County
Air Time....5:30 a.m.-12 M; Sundays 7 a.m.-12M.
Representative .....Headley-Reed Co.
Membership .....NAB
General Manager.....W. O. Pape

WKAB

MOBILE—EST. 1947

Frequency: 840 Kc.....Power: 1000 Watts
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address...354 St. Francis St.
Phone Number.....2-5837
Transmitter.....575 Donald St.
Air Time.....Local sunrise-local sunset
News Service.....INS
Transcription Service.....Lang-Worth
Membership .....NAB
Owners.....Claude & Louise Pursley
Gen. Station Manager.....Louise P. Pursley
Commercial Manager.....Claude L. Pursley
Sales Prom. Mgr., Pgm. Dir...Adrian K. Roberts
Publicity Director.....Vic Parr
Chief Announcer.....Tom Jackson
Chief Engineer.....Gene Miller
Farm Editor.....Bill FitzHugh

WKRG

MOBILE

MOBILE—EST. 1946

CBS

Frequency: 710 Kc...Power: 1000 d; 250 Watts
Owned-Operated By.....Giddens & Rester
Business Address.....205 Government St.
Phone Number.....2-8373
Studio-Transmitter.....Telegraph Rd.
Air Time .....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service...Lang-Worth, Standard
Representative.....Adam J. Young
Membership.....NAB, BMB
Partners.....T. J. Rester, Kenneth R. Giddens
Gen. Station Mgr.....F. E. Busby
Commercial Manager.....John Waller
Pgm. Dir., Chief Announcer.....Carl Haug
Chief Engineer.....Richard M. Cole
Farm Editor..... Harry McDonnell

WMOB

MOBILE—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nunn Bcstg. Corp.
Business-Studio Address..458 Government St.
Phone Number.....2-4566
Transmitter Loc....Stanton Rd. & Jackson Ave.
Air Time.....18 Hrs. Daily
News Service.....UP
Transcription Ser....Thesaurus, Capitol, World
National Sales Office.....P. O. Box 1360, Lexington, Ky
Representative.....Branham Co.
Membership.....NAB, BMB
President.....Gilmore N. Nunn
Gen. Station Manager.....D. H. Long
Comm. Sales Promotion Mgr....R. H. Moore
Pgm. Pub. Director.....Adele Hull
Production Mgr.....Don Lewis
Chief Engineer.....Sanford Helt

WROE (CP)

MOBILE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Burton Bcstg. Co.
Business Address.....Merchants National Bank Bldg.
Partners....Gillette & Jesse Gilbert Burton, Jr.

WAPX

MONTGOMERY—EST. 1947

ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned Operated By...United Bcstg. Co., Inc.
Business, Studio Address....116 Catoma St.
Phone Number.....3-7560-9
Transmitter Location.....North Ripley St.
Air Time.....5 a.m.-12 M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Walker Co.
President.....Thomas E. Martin
V.P.-Gen Station Mgr.....John S. Allen

Comm. Sales Prom. Mgr.....Hoke Williford
Pgm. Dir., Prod. Mgr.....Stan Gordoni
Musical Director.....Ollie Cain
Chief Engineer.....Paul Ussery

WCOV

MONTGOMERY—EST. 1939

CBS-CAPITAL BCSTG. SYSTEM

Frequency: 1240Kc.....Power: 250 Watts
Owned-Operated By...C. W. Covington, Jr.
Business Address.....Box 1029
Phone Number.....5781-2
Studio Address.....Exchange Hotel
Transmitter.....Woodley Rd.
Air Time.....6:30 a.m.-11:05 p.m.
News Service.....INS
Transcription Service .....Standard
Representative.....McGeehan & O'Mara
Membership.....NAB, BMB
President-Owner, Gen. Station Manager...G. W. Covington, Jr.
Commercial Manager.....E. J. Duke
Sales Promotion Manager.....R. B. Raney
Pgm. Dir., Prod. Mgr., Farm Editor....Weston Britt
Publicity Director.....Dorothea Askins
Chief Announcer.....W. L. Steadman
Musical Director.....Hollis Carlton
Chief Engineer.....W. D. Weatherly

WJJJ (CP)

MONTGOMERY

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Operated By.....Southern Bcstg. Co.
Business Address.....115½ Commerce St.
General Manager.....Joseph G. Matthews
Station Manager.....John C. Hughes

WMGY

MONTGOMERY—EST. 1946

MBS

Frequency: 800 Kc.....Power: 100 Watts
Owned-Operated By...Dixie Bcstg. Co., Inc.
Business-Studio Address...Dexter & Perry Sts.
Phone Number.....5425
Transmitter.....Greenwood Cemetery
Air Time.....Local sunrise-local sunset
Transcription Service.....World
Representative.....Radio Adv. Co.
Membershrip.....NAB, BMB
President-Owner.....Dr. S. D. Suggs
General Station Mgr.....Thomas W. Sewell
Commercial Manager.....Clyde C. Sellers
Program, Musical Dir.....E. Caldwell Stewart
Publicity Director.....Frank Monteleone
Chief Announcer:.....Edward F. Mohr
Chief Engineer.....John D. Lamar

WSFA

MONTGOMERY—EST. 1930

NBC

Frequency: 1440Kc.....Power: 1000 Watts
Owned-Oper. By.Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031
Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter.....Narrow Lane Rd.
Air Time.....5:45 a.m.-12 M.
News Service.....AP
Transcription Service.....Thesaurus, Standard
Representative .....Headley-Reed
Membership .....BMB
Pres.-Nat'l. Adv. Sales Mgr.....Howard E. Pill
General Manager.....David E. Dunn
Local Sales Mgr.....Wm. W. Hunt
Ass't Nat'l. Adv. Sales Mgr.....Julia Looney
Pgm. Dir., Prod. Mgr.....John Allen Wolf
Musical Director.....James Reed
Chief Engineer.....Cliff Shelkofsky

WLAY

MUSCLE SHOALS CITY—EST. 1933

MBS—NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
Business Address.....P. O. Box 230
Phone Number.....1450-1
Transmitter Studio Location..East Second St., Sheffield, Ala.
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Standard
Representative.....The Branham Co.
Membership.....NAB, BMB
President.....Frank M. Farris, Jr.
General Station Mgr.....Richard B. Biddle
Commercial Manager.....Billy Wiggins
Sales Promotion Manager...Eulus Whitehead
Program Director.....Charlie Welsh
Production Manager.....Larry Rohling
Publicity Director.....Doryce Levi
Chief Announcer.....Tom York
Musical Director.....Jimmy Lynn
Chief Engineer.....Lynn McMoran

WJHO

OPELIKA—EST. 1940

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts d 100 Watts n
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Business Studio Address.....1400 Auburn Rd.
Phone Number.....712
Transmitter Location.....1400 Auburn Rd.
Air Time.....6 a.m-12 M.
News Service.....UP
Transcription Service.....Standard

Membership .....NAB
Gen. Station Mgr., Pub. Dir....F. Marion Hyatt
Comm. Sales Prom. Mgr.....Kenneth Vance
Pgm. Dir., Farm Editor.....Lowell Takles
Musical Director.....Gene Randall
Chief Engineer.....James S. Farrior Jr.

WGWC

SELMA—EST. 1946

CBS-ALA. NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....G. W. Covington, Jr.
Business Address.....P. O. Box 686
Phone Number.....1739
Studio-Transmitter.....N. Broad St.
Air Time.....6:30 a. m.-11:05 p. m.
News Service.....INS
Transcription Service.....Thesaurus
Representative.....McGeehan & O'Mara, Inc.
Membership.....NAB, BMB
President-Owner.....G. W. Covington, Jr.
General Station Manager.....Eugene P. Weil
Comm. Sales Prom. Mgr....W. L. Rowland, Sr.
Program Director.....Miss Frances Acker
Prod. Mgr. Chief Announcer..John Townshend
Publicity Director.....W. L. Rowland, Sr.
Chief Engineer.....John Townshend
Farm Editor.....Red Bamberg

WHBB

SELMA—EST. 1935

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Selma Bcstg. Co., Inc.
Business-Studio Address..209 Washington St.
Phone Number.....1233
Transmitter Location...Edgewood, Selma, Ala.
Air Time...16 hrs. daily; 15 hrs. Sat., 14 hrs. Sun
President.....B. H. Hopson
General-Station Manager.....Julien Smith, Jr.
Sales Promotion.....Erin Reynolds
Program Director.....Eleanor Falkenberry
Publicity Director.....Julia Craig Miller
Chief Announcer.....Evans Bruce
Chief Engineer.....T. F. Kelly, Jr.
President.....B. H. Hopson
Gen. Sta. Comm. Manager...Julien Smith, Jr.
Program Director.....Miss Jule Donald
Chief Announcer.....Crawford Rice
Chief Engineer.....T. F. Kelly, Jr.

WFEB

SYLACAUGA—EST. 1935

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By .....Alabama Bcstg. Co., Inc.
Business-Studio Address..527 North Broadway
Phone Number 160
Transmitter Location....527 North Broadway
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NAB
President.....E. E. Forbes, Sr.
General Manager.....R. B. Taber

CALL LETTERS TO BE ASSIGNED (C.P.)

SYLACAUGA

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By..Marble City Bcstg. Co.
President.....James S. Stowers, Jr.

WHTB

TALLADEGA

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned Operated By..Voice of Talladega, Inc.
Business Address.....Court Square
Phone Number.....3733, 2360
Studio Address .....So. Court Square
Transmitter Location.....Isbell Springs
Air Time..... 6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard, SESAC
Representative .....Homer Griffith
Membership.....NAB, BMB
President.....Melvin Hutson
Sta. Comm. Sales Prom. Mgr....Jimmy Trippe
Pgm. Dir., Prod. Mgr.....Otis Dodge
Publicity Director.....Geo. Shadoin
Musical Director.....Sarah Martin
Chief Engineer.....Franklin Norris
Farm Editor.....Buddy Murray

WTBF

TROY—EST. 1947

MBS ALA. BCSTG. SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....TroyBcstg. Corp.
Business Address.....Troy, Ala.
Phone Number.....980-1
Transmitter.....Troy, Ala.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World,Keystone
Membership .....NAB
President.....J. Roy Crow
Actg. General Manager.....D. H. Motes
Station Mgr., Exec. Dir., Comm. Mgr....William C. Needham
Pgm. Dir., Chief Announcer.....Jesse Jordan
Chief Engineer.....Joe W. Gilchrist

WJRD
TUSCALOOSA—EST. 1936
ALABAMA—KBS

Frequency: 1150 Kc.....Power: 5000 Watts d; 1000 Watts n
Owned Operated By.....Jamse R. Doss, Jr.
Bus. Studio Add.....First National Bank Bldg.
Phone Number.....4464-2540
Transmitter Location.....Fayette Highway, Northport, Ala.
Air Time.....6 a.m.-10:30 p.m.
News Service.....INS
Transcription Service.....World, MacGregor, Capitol
Representative:.....Gene Grant
Membership .....NAB
Owner, Gen. Mgr.....James R. Doss, Jr.
Pgm., Musical Director.....Mrs. J. R. Doss, Jr.
Publicity Director.....George Bell
Chief Announcer.....Paul Raymon
Chief Engineer.....J. G. Cobble

WTBC
TUSCALOOSA—EST. 1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Operated By.....Bert Bank, T. H. Todd, Jeff Coleman, Lamar Branscomb
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location...15th St., across from Forest Lake
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership .....NAB
General Station Manager.....Bert Bank
Commercial Manager.....W. T. Forrester
Program Director.....Rhea Yarbrough
Chief Announcer.....Otis Henley
Chief Engineer.....T. H. Todd

ARIZONA

Estimated Population 657,000—% Increase +31.6—Radio Homes 144,091
Farms with Radios 10,216—Stations in State 26

KSUN
BISBEE—EST. 1933
CBS—ARIZ. NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Business Address.....P. O. Drawer C, Lowell Station
Phone Number.....9
Studio-Transmitter.....Naco Rd.
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, BMB
Pres.-Owner, Gen. Sta. Mgr.....Carleton W. Morris
Commercial Manager.....Hilda Nielsen
Program Director.....Russell Savery
Publicity Director.....F. Jean Frazier
Chief Engineer.....David C. Karbach
Farm Editor.....J. Earl Hickman

KTOR (CP)
COLLIDGE

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business Address.....1218 6th Ave., Safford

KAWT
DOUGLAS
NBC-ARIZ. BCSTG. SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Business Address.....Box 1118
Phone Number.....173
Studio-Transmitter.....Douglas, Ariz.
Air Time.....16½ hrs daily
News Service.....AP., INS., UP.
Transcription Service.....Associated
Representative.....Paul Raymer
Membership.....NAB, BMB
President-Owner.....Carleton W. Morris
Gen. Comm. Sales Promotion Mgr...John King
Program Director.....Justin S. Kilness
Chief Announcer.....Leon Bonar
Chief Engineer.....Justin S. Kilness

KSMR (CP)
DOUGLASS

Frequency: 570 Kc.....Power: 1000 Watts
Owned-Operated By.....Douglas Bcstg. Co.
Business Address.....455 N. Rodeo Dr., Beverly Hills, Cal.
Partners.....Wm. N. Goodwin, Jos. P. Wrenn

KFAK (CP)
FLAGSTAFF

Frequency: 1240 Kc.....Power 250 Watts
Owned-Operated By.....Gene Bprke Brophy

KWRZ

FLAGSTAFF—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Grand Canyon Bcstg. Co.
Operated By...James L. Stapleton, Jesse M. Neil, Jr., Duard K. Nowlin
Business Address.....P. O. Box 519
Phone Number.....899
Studio Address.....220 E. Birch Ave.
Transmitter...Half Mi. S. Flagstaff, Highway 89
Air Time.....7 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Ariz. Bcstg. System
President-Owner.....James L. Stapleton
General Manager.....John C. Parker
Sales or Commercial Manager..L. E. Peterman
Program Director.....Katherine L. Turner
Chief Announcer.....Mark A. Sapp
Chief Engineer.....Martin F. Turner, Jr.

KRUX

GLENDALE-PHOENIX—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....'Gene Burke Brophy
Business Address.....615 N. Central Ave.
Phone Number.....2-2371
Studio Transmitter Address...Glendale, Ariz.
Air Time...18 hrs. Mon.; 24 hrs., Tues.-Sun.
News Service.....UP
Transcription Service.....Standard, Cole
Representative.....William G. Rambeau
Membership .....NAB
President-Owner.....'Gene Burke Brophy
Program Director.....Frank Redfield
Chief Engineer.....Charles Breeding

KWJB

GLOBE—EST. 1938

NBC—ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Business Address.....Box 2343
Phone Number.....41
Transmitter-Studio Location...S. Globe, Ariz.
Air Time.....6:30 a.m.-11 p.m.
Transcription Service.....Standard-Capitol
Representative.....Paul H. Raymer
President.....Louis F. Long
General Manager.....Paul Merrill
Station Mgr., Pgm. Director..Willard Shoecraft
Commercial Manager.....John D. Seater, Jr.
Chief Announcer.....Leo Barnard
Chief Engineer.....Frank Toomey

KARV

MESA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Arizona Radio & Television, Inc.
Address.....Radio Center, 44 Pepper Lane, Mesa, Ariz.
Phone Number 678
Transmitter Location..Radio Center, 44 Pepper Lane, Mesa, Ariz.
Air Time.....6 a.m.-12 M.
Transcription Service.....Lang-Worth, Cole
Representative.....Forjoe & Co.
Membership .....NAB
General Manager.....John C. McPhee

KTYL

MESA—EST. 1947

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned Oper. By..Sun Valley Bcstg. Co., Inc.
Business Studio Address.....Box 885
Phone Number.....Mesa 903
Transmitter Location.....½ mile of Mesa on Highway 89
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service....Associated, Standard
Membership .....NAB
President.....Howard Roberts
Gen. Station Manager.....E. W. Malone
Comm. Sales Prom. Mgr.....Henry Riddick
Pgm. Dir., Prod. Mgr., Chief Announcer...Ken Hooker
Chief Engineer.....Bill Harrison

KNOG (CP)

NOGALES

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Border Bcstg. Co., Inc.
Business Address.....126 Morley Ave.

KOOL

PHOENIX—EST. 1947

MBS-DON LEE

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address...Adams Hotel Bldg.
Phone Number 2-1748
Transmitter .....Chicago Ave.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
President-General Manager..Carl D. Haymond
Station Manager Manager..Robert E. Bausman
Commercial Manager.....Agnes McGillvra
Sales Promotion Manager....Joseph M. Miller
Program Director.....Verne E. Sawyer
Production Manager.....Gilbert Alzua
Publicity Director.....Graham H. Moore
Chief Announcer.....Lew Lowry
Chief Engineer.....Owen J. Ford

KOY

PHOENIX—EST. 1922

CBS—ARIZ. NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. by..Salt River Valley Bcstg. Co.
Business Studio Address..836-838 N. Central Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter.....12th St. & Camelback Rd.
Air Time.....18 hrs. daily
News Service.....Transradio; UP
Transcription Service.....Associated, World
Representative .....John Blair
Membership.....NAB, BMB
Chief Executive.....Burridge D. Butler
Station Manager.....Albert D. Johnson
Sales or Commercial Manager...John L. Hogg
Sales Promotion Manager..Leroy E. Struble, Jr.
Program Director.....John R. Williams
Production Mgr.-Chief Announcer....Bill Lester
Publicity Director.....Leroy E. Struble, Jr.
Musical Director.....Alfred Becker
Chief Engineer.....Clifford Miller
Farm Editor.....Ernest Douglas

KPHO

PHOENIX

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Phoenix Bcstg., Inc.
Business-Studio Address....Adams Hotel Bldg.
Phone Number 4-7367
Transmitter Location....2400 W. Buckeye Rd.
Air Time.....5:45 a.m.-12 M.
News Service .....INS
Transcription Service..Lang-Worth, McGregor
Membership .....NAB
President, General Manager.....Rex Schepp
Commercial Manager.....Arnold J. Gregory
Program-Publicity-Musical Director .....Dwight Greenwood
Chief Announcer.....Bill Reddick
Chief Engineer.....Selwyn Kirby

KPSC (CP)

PHOENIX

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By..Sun Country Bcstg. Co.
Business Address.....Security Bldg.
Phone Number 2-3471
President-Owner.....J. R. Heath
General Manager.....J. R. Heath
Business Manager.....Dallas G. Hall
Commercial Manager....J. Theodore Kennedy
Program Director.....D. Paul Gribben
Production Manager.....Frank L. Orth
Chief Engineer.....Walter M. Kidwell

KTAR

PHOENIX—EST. 1922

NBC—ARIZONA BCSTG. SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number 4-4161
Transmitter Location.....36th St. & East Thomas Road
Time on the Air.....18 hrs., 5 min. Sun.-Fri; 19 hrs. Sat.
News Service .....AP
Transcription Service....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Ch. of Bd.....John J. Louis
President-General Station Manager.....Richard O. Louis
Commercial Manager.....E. W. Harvey
Sales Promotion Manager..John Edwin Miller
Program Director.....J. Howard Pyle
Production Manager.....Paul Hughes
Publicity Director.....Myron Drake
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson
Farm Editor.....Rol Laughner

KYCA

PRESCOTT—EST. 1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KTAR
Business-Studio Address.....E. Gurley St.
Phone Number 244
Transmitter.....E. Gurley St.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP, INS
Transcription Service....Standard, Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....John J. Louis
General Station Manager.....Harold Ritter
Program Director.....Roberta M. Pfister
Publicity Director.....Marcia Gates
Chief Announcer.....Byron McCall
Musical Director.....John Nagley
Chief Engineer.....George Eitel

KGLU

SAFFORD—EST. 1938

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....1218 Sixth Ave.
Phone Number 15
Transmitter...2½ mi. E. of Safford, Lone Star, on Highway 70
Air Time.....5:30 a.m.-12 M.
News Service.....AP, INS, UP

Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....BMB
President.....Louis F. Long
General Station Manager.....Paul Merrill
Commercial Sales Promotion
Manager.....Edward E. Furman
Program Director- Production Manager-
Publicity Director.....William F. Parady
Chief Announcer.....Lester McBride
Musical Director.....Marjorie Bowen
Chief Engineer.....Herbert Hartman
Farm Editor.....Pete C. Dillman

KCNA

TUCSON—EST. 1947

MBS—DON LEE—RADIO NET OF ARIZ.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....1511 E. 16th St., Box 2348
Phone Number 4396
Transmitter.....1511 E. 16th St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
President .....Erskine Caldwell
Station Manager.....Wayne Sanders
Commercial Manager.....Bart Hazlett
Sales Promotion Manager....Harry Chambers
Program Director.....Lou Eaton
Production Manager.....Ray Helgesen
Publicity Director.....Jeanne Richey
Chief Announcer.....Jim Officer
Chief Engineer.....W. J. Karpisek

KOPO

TUCSON—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Address....115 W. Drachman St.
Phone Number 1752-3
Transmitter.....115 W. Drachman St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service.....MacGregor
Representative .....Homer-Griffith
President .....H. C. Tovrea
Vice-President.....Charles H. Garland
General-Station Manager.....E. S. Mittendorf
Commercial Manager.....S. J. Kossack
Sales Promotion-Production Manager-
Publicity Director.....Allan S. Brown
Program Director.....Matt Lemen
Chief Announcer-Farm Editor..R. A. Williams
Musical Director.....Matt Lemen
Chief Engineer.....Louis Halpern

KTSC (CP)

TUCSON

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By..Sun Country Bcstg. Co.
Business Address.....628 N. Stone Ave.
Phone Number 1-337
President-Owner.....J. R. Heath
Station Manager.....Park G. Parker

KTUC

TUCSON—EST. 1929

CBS—ARIZ. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Tucson Bcstg. Co.
Operated By.....Burridge D. Butler
Business-Studio Address....900 E. Broadway, P. O. Box 390
Phone Number 1400
Transmitter.....900 E. Broadway
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Associated, SESAC
Representative .....John Blair
Membership .....NAB, BMB
President.....Burridge D. Butler
General-Station Manager.....Lee Little
Commercial-Sales Promotion
Manager .....George Bradley
Business Mgr.....John Crowley
Program-Musical Director.....Gerry O'Brien
Production-Chief Announcer..Scott Henderson
Publicity Director.....Warren Middleton
Chief Engineer.....Cliff Livingston

KVOA

TUCSON—EST. 1929

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.....48 E. Broadway, P. O. Box 2911
Phone Number 3703
Transmitter Location....10th and Lee Streets
Time on the Air.....3:55 a.m.-12 M.
News Service .....AP
Transcription Service....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
General-Sales Commercial
Mgr.....R. W. Williams
Business Mgr.....Harper M. Phillips
Sales Promotion Mgr.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Production Manager.....Jean T. Lely
Chief Engineer.....Ray H. Holsclaw

KSOL (CP)

YUMA

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....'Gene Burke Brophy
Address.....2214 N. Central Ave., Phoenix

KYSC

YUMA—EST. 1948

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By.....Yumesa Bcstg. Co.
Business Address.....601 Orange Ave.
President.....N. S. McCallum
V.P. & Mgr. Director.....J. R. Heath

KYUM

YUMA—EST.1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address..P. O. Box 351, 1901 1st St.
Phone Number 88
Transmitter-Studio Location.....1901 1st St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative .....Paul Raymer
Membership .....NAB, BMB
President .....Richard Lewis
General-Station Manager.....Ray C. Smucker
Commercial Manager.....Roy L. Jorgensen
Sales Promotion Manager..George A. Chavez
Program Director.....Paul W. Dawson
Production Manager.....Carl Duncan
Publicity Director.....William Doane
Chief Announcer.....Samuel Siegel
Musical Director.....George L. Hathaway
Chief Engineer.....Leavenworth Wheeler
Farm Editor.....Maurice Higgins

ARKANSAS

Estimated Population 1,903,000—% Increase —2.4—Radio Homes 427,144
Farms with Radios 133,416—Stations in State 28

KVRC (CP)

ARKADELPHIA

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cecil W. Cupp
Business Address.....506 Main St.
Phone Number 789
News Service .....AP
Transcription Service .....World
President-Owner.....Cecil W. Cupp
General & Coml. Mgr.....J. M. Moore
Program Director.....Bill Deaton
Chief Engineer.....Robert G. King

KLCN

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address.....2nd & Walnut Sts.
Phone Number 2093
Transmitter Location.....Armoral, Ark.
Air Time.....Daytime only
News Service .....UP
Transcription Service.....World, Cole
Representative.....The John E. Pearson Co.
General Manager.....Harold L. Sudbury

KAMD

CAMDEN—EST 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio, Inc.
Business-Studio Address...South Carolina St.
Phone Number 791-2
Transmitter Location.....South Carolina St.
Air Time....6:30 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service .....AP
Transcription Service.....Keystone, SESAC
Membership .....NAB, BMB
President.....C. E. Palmer
General Manager.....Frank O. Myers
Station Manager.....David Crockett
Commercial-Sales Promotion Manager .....James Waggoner
Program Director, Production Manager, Publicity Director.....Paul Crawford
Chief Announcer, Musical Director..Cal Carter
Chief Engineer.....E. L. Smith
Farm Editor.....Cal Carter

KELD

EL DORADO—EST. 1935

ABC—ARK., RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..Home Finance Bldg.
Phone Number 1313

Transmitter Location.....Country Club Colony
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Cox & Tanz
Membership .....NAB, BMB
President.....W. N. McKinney
Vice President, General-Station Manager .....Leon M. Sipes
Sales Promotion Manager, Publicity Director.....J. R. Duerson
Program Director, Production Manager.....W. N. McKinney
Musical Director.....Martha Craig
Chief Engineer.....S. E. Eckhardt
Farm Editor.....Paul Norton

KGRH

FAYETTEVILLE—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Fayetteville Bcstg. Co.
Business Address.....922 Leverett St.
Phone Number 862
Transmitter Location.....922 Leverett St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Representative....Burke, Kuipers & Mahoney, Inc.
General Manager.....Russell Bennitt
Commercial Manager.....Royce A. Collier

KFPW

FORT SMITH—EST. 1930

MBS—RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Southwestern Hotel Co.
Address .....Goldman Hotel
Phone Number 4106-4107-7069-5554
Transmitter Location.....Albert Pike & Kelley Highway
Air Time.....6 a.m.-11 p.m., Sundays, 8 a.m.-10 p.m.
News Service .....UP, PA
Transcription Service.....Cole, World
Representative.....The Walker Co.
Membership .....NAB, BMB
President.....John A. England
General Manager.....R. E. Rives

KFSA

FORT SMITH—EST. 1947

ABC

Frequency: 950 Kc...Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Donald W. Reynolds
Business Address.....Southwestern House
Phone Number 3126
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Taylor-Howe-Snowden
President.....Donald W. Reynolds
Promotion Manager.....J. A. D. McKim
Program Director.....John Trotter
Chief Engineer.....Robert Platt

KRKN

FORT SMITH—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Arkansas-Oklahoma Bcstg. Corp.
Business Address.....100 N. 6th St.

KWHN

FORT SMITH—EST. 1947

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By....KWHN Bcstg. Co. Inc.
Business-Studio Address.....421-423 Garrison Ave.
Phone Number 8967-8
Transmitter Location.....End of Plum St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service.....Capitol, Associated
Membership .....NAB
Sec. & Treas.....H. S. Nakdimen
General Manager.....Walter S. Kline
Program Director.....Edward Harvey
Chief Engineer .....Bruce Dennis
Farm Editor.....Jack Clark

KHOZ

HARRISON—EST. 1946

MBS—RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Business-Studio Address.....Box 382
Phone Number 840
Transmitter Location.....Box 382
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard Radio
Membership .....NAB
President .....Beloit Taylor
General Manager.....Loren C. Watkins, Jr.
Commercial Manager.....Lewis C. Fielden
Program Director.....James N. Jobes
Chief Engineer.....Loren C. Watkins, Jr.

KFFA

HELENA—EST. 1941

MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Helena Bcstg. Co.

Business-Studio Address.....215 York St.
Phone Number.....Main 59
Transmitter Location.....215 York St.
Air Time.....5 a.m.-11 p.m.
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President-General Mgr.....Sam Anderson
Commercial-Sales Promotion Mgr..Ted Woods
Program Director.....Harry J. Webb
Publicity Director.....Hugh Smith
Chief Announcer.....Bob Ruckle
Musical Director.....Elizabeth Wellborn
Chief Engineer.....A. P. Decker
Farm Editor.....Harry Webb

KXAR

HOPE—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....P. O. Box 398
Phone Number 508
News Service .....AP
Transcription Service .....Lang-Worth
President.....A. H. Washburn
General Manager.....Robert L. Mitchell
Program Director.....Marshall Hendrix
Chief Engineer.....Luther B. Tooley

KTHS

HOT SPRINGS—EST. 1924

ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N
Owned By....Times Publishing Company, Ltd.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address....130 Benton Street
Phone Number 1160-1
Transmitter Location.....Malvern Rd.
Air Time.....6:00 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....The Branham Co.
Membership .....NAB, BMB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Commercial Manager.....Ed. C. Appler
Program Director.....Jon F. Karber
Chief Announcer.....Wm. S. Bailey
Musical Director.....Harry Lockhart
Chief Engineer.....Cecil L. Suitt

KWFC

HOT SPRINGS—EST. 1940

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Business-Studio Address.....Malco Building
Phone Number 412-3
Transmitter Location.....Malco Bldg.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Sears & Ayers
Membership .....NAB, BMB
President-Owner.....Clyde E. Wilson
General-Station Manager.....Bob Choate
Program Director.....Sidney Ducote
Chief Engineer.....Tom Wilson

KBTM

JONESBORO—EST. 1930

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Business-Studio Address....KBTM Bldg., 630 Madison St.
Phone Number 5597
Transmitter Location.....Route No. 4
Air Time.....6:00 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
Owners.....Jay P. & Veda Beard
General-Station Manager.....Jay P. Beard
Commercial Manager.....Richard Crane
Program Director.....Ted Harding
Chief Engineer.....J. E. Hitt

KARK

LITTLE ROCK—EST. 1928

NBC-SOUTHCENTRAL QUALITY NETWORK
ARKANSAS NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Arkansas Radio and Equipment Co.
Business-Studio Address..Radio Center, 114 East Capitol Ave.
Phone Number.....LD 99
Transmitter Location....Jackson Blvd., North Little Rock, Ark.
Air Time.....5:30 a.m.-12 M., 6:45-12 M., Sun
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Edward Petry
Owner.....T. H. Barton
Vice President-General-Station Manager.....G. E. Zimmerman
Commercial-Sales Promotion Manager.....Julian F. Haas
Program Director, Production Manager.....Douglas J. Romine
Publicity Director.....A. C. Dowden
Musical Director.....Tommy Scott
Chief Engineer.....Dan L. Winn

KGHI

LITTLE ROCK—EST. 1927

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KGHI Bcstg. Service

Address....Union Life Insurance Bldg., 306 W. 3rd St.
Phone Number.....9166
Transmitter Location.....Cantrell Rd.
Air Time.....6 a.m.-12 M.
Transcription Service.....Associated, Cole
Representative.....Walker Co.
General Manager.....S. C. Vinsonhaler
Commercial Manager.....D. R. Corbett

KLRA

LITTLE ROCK—EST. 1928

CBS

Frequency: 1010 Kc...Power: 10,000 Watts D, 5,000 Watts N
Owned By.....Gazette Publishing Co.
Operated By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone Number.....2-5427
Transmitter Location..On Highway 70, 7 Mi. E. of Little Rock
Air Time.....5:30 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Tawlor-Howe-Snowden
Membership.....NAB, BMB
President.....J. N. Heiskell
General Manager, Sec.-Treas...W. C. Allsopp
Managing Supervisor, Commercial Manager.....Ed. V. Murphy
Program Director, Production Manager.....Harris Owen
Chief Engineer.....Kermit F. Tracy

KVLC (CP)

LITTLE ROCK

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Business Address.....527 Pyramit Bldg.

KVMA (CP)

MAGNOLIA

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Magnolia Bcstg. Co.
Business Address.....McKay Bldg.

KXLR

NORTH LITTLE ROCK—EST. 1946

MBS—ARK., RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Ark. Airwaves Co.
Operated By.....Radio Station KXLR
Business Address..209½ West Second Street, Little Rock, Arkansas
Phone Number.....2-2155
Studio-Transmitter Address..Cotton Belt Bldg., W. Washington Ave., North Little Rock, Ark.
Air Time.....6 a.m.-12 M., Mon.-Fri.; 6 a.m.-1:30 a.m. Sat.; 6 a.m.-12 M. Sun.
News Service.....UP
Transcription Service.....Capitol, Standard
Representative.....Homer Griffith
Membership.....NAB
President.....John F. Wells
General-Station Manager.....Melvin P. Spann
Commercial Manager....George W. Dickinson
Sales Promotion Manager, Publicity Director.....Jack Rathbun
Program Director, Production Manager, Musical Director.....William H. Hadley, Jr.
Chief Announcer, Farm Editor.....William B. Foreman
Chief Engineer.....Earl H. Butler

KDRS

PARAGOULD—EST. 1947

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Progressive Bcstg. Co.
Address.....Box 491
Transmitter Location.....½ mile East of Paragould, Highway 25
Air Time....6 a.m.-10 p.m.; Sunday, 7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Standard
Membership.....NAB
General Manager.....Ted Rand
Business Manager.....T. M. Self
Chief Engineer.....J. E. Douglas

KCLA

PINE BLUFF—EST. 1947

ARIZ., RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Engineering Service
Business Address.....Box 752
Phone Number.....1900
Studio-Transmitter Address.....2900 West 28th
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Membership.....NAB
Co-Owners.Kenneth Kesterson & Charles Penix
General Manager.....Kenneth Kesterson
Commercial Manager.....Clyde Martin
Chief Announcer.....A. B. Finch, Jr.
Chief Engineer.....Charles Penix

KOTN

PINE BLUFF—EST. 1934

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Business-Studio Address.....505½ Main S.

Phone Number 721
Transmitter Location.....501½ Main St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB, BMB
President, General-Station Manager.....B. J. Parrish
Commercial Manager.....R. W. Etter
Program Director.....Lois Sloan
Publicity Director.....R. W. Etter
Chief Engineer.....J. J. Benonis

KXRJ

RUSSELLVILLE—EST. 1946

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Valley Bcstrs.
Business Address.....Russellville, Ark.
Phone Number 299-786
Studio Transmitter Address.....North El Paso
Air Time.....5:30 a.m.-11 p.m.
Transcription Service .....Capitol
Membership .....NAB, BMB
Owners & Operating Mgrs....Jerrell A. Shepherd & C. R. Horne
Commercial Manager, Program Director.....R. L. McCarrell
Chief Announcer.....James Lipsey
Chief Engineer.....John Riley

KUOA

SILOAM SPRINGS—EST. 1943

MBS—KBS

Frequency: 1290 Kc.....Power: 5,000 Watts
Owned-Operated By.....KUOA, Inc.
Business-Studio Address..Siloam Springs, Ark.
Phone Number 77
Transmitter Location.....Siloam Springs, Ark.
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service.....World, Standard
Representative .....Homer Griffith
Membership .....NAB, BMB
President.....John E. Brown
Commercial Manager.....Storm Whaley
Program Director.....Ralph Kennedy
Production Manager, Chief Announcer .....Clinton Fowler
Chief Engineer.....Kenneth Maxwell
Farm Editor.....Charles E. Hoke

KWAK (CP)

STUTTGART

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....1818 S. Buerkle St.

KWEM

WEST MEMPHIS—EST. 1947

ARIZ., RAZORBACK

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned By.....West Memphis Bcstg. Corp.
Operated By.....George P. Mooney
Business-Studio Address.....229 Broadway
Phone Number.....Memphis 80518, W. Memphis 463
Transmitter Location.....Highway 70, West Memphis
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
President.....J. C. Johnson
General Station Manager...George P. Mooney
Commercial Manager.....Bill Trotter
Program Director.....Frank Page
Chief Announcer.....Douglas Clark
Chief Engineer.....Vernon Dillaplain

For the best in news quality . . .

AP

Membership!

KLAC
KYA
2 Great Stations
serving
two great markets
KLAC
LOS ANGELES
KYA
SAN FRANCISCO
National Representative: ADAM J. YOUNG Jr. Inc., New York—Chicago

CALIFORNIA

Estimated Population 9,876,000—% Increase +43—Radio Homes 2,679,935
Farms with Radios 119,188—Stations in State 128

KAFY

BAKERSFIELD—EST. 1946

MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2015 Chester Ave.
Phone Number 88700-77800
Transmitter Location..Poplar Lane at Rosedale Highway
Air Time.....(Unlimited) 5 a.m.-12 M.
Transcription Service.....Lang-Worth; Cole
Representative..Adam Young, Jr., New York; Western Radio Advertising, Hollywood
Membership .....NAB, BMB
President .....George Crome
Sec.-Treas. .....Fisk Harolow
General Manager.....Sheldon Anderson
Station Manager.....Frank Wilbur
Sales Promotion Manager...Dwight Johnston
Program Director, Production Manager .....Art Brock
Publicity Director.....Bob Turnbull
Chief Announcer.....Fred White
Musical Director.....Ben Cain
Chief Engineer.....John Boles

KERN

BAKERSFIELD—EST. 1932

CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number 8-8431
Transmitter Location....Oak and Ming Streets
Air Time....18-hours Mon.-Sat.; 17-hours Sun.
News Service.....AP, INS, UP
Transcription Service.....World, MacGregor, SESAC
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Walter L. Baziuk
Chief Engineer.....Luverne Shatto
Farm Editor.....Edward Sturgeon

KERO

BAKERSFIELD—EST. 1946

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Address.....1420 Truxton Ave.
Phone Number 44549
Transmitter Location.....19th & "I" Streets
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Capitol, Associated, Standard
Representative.....Avery Knodel, Inc.
Membership .....NAB
Owner.....J. E. Rodman
General Manager.....Paul R. Bartlett
Station Manager.....Gene DeYoung

KPMC

BAKERSFIELD—EST. 1924

ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Operated By...Pioneer Mercantile Co.
Address.....307½ E. 21st St.
Phone Number 8-8157
Transmitter Location.....307½ East 21st St.
Air Time .....Full time
News Service.....UP, AP
Representative.....W. S. Grant
Membership .....NAB
Manager.....L. A. Schamblin

KPAS

BANNING—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pass Bctsg. Co.
Business Address.....4425 W. Ramsey St.
Phone Number 515
News Service .....AP
Transcription Service .....World
Representative .....Gene Grant
Partners .....Carl Robert, John Phillips
General Manager.....Carl Phillips
Commercial Manager.....George Grayson
Program Director.....Marvin L. Bryan
Adv. Counselor.....Charles A. Poteet, Jr.
Chief Engineer.....Francis Dunn

KWTC

BARSTOW—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Business Address.Radio Center, P. O. Box 1230
Phone Number 4001
Studio Address.....Radio Center
Transmitter Location....1.2 Miles NW Barstow
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Station Representative.....Gene Grant
Membership .....NAB
Pres.-Owner.....W. T. Brown
General-Station Manager, Chief Engineer.....Burton C. Boatright
Commercial Manager..Maynard M. Marquardt

Sales Promotion Manager.....W. T. Brown
Farm Editor.....Robert E. Reno
Production Manager.....Worcester Bowen

KRE

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address.....601 Ashby Avenue
Phone Number.....Ashberry 7715
Air Time.....Full time
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President-Station Manager....Arthur Westlund

KUCB (CP)

BLYTHE

CALIF. RURAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bcstg Corp. of America
Business Address.....P. O. Box 578
Phone Number 4341
News Service .....AP
Transcription Service.....World, Associated
Representative .....Pearson
President, General Mgr.....W. L. Gleeson
Station-Commercial Mgr.....Bob Wareham
Promotion Mgr.....Wm. Simpson
Chief Engineer.....Stan Reynolds

KWIK

BURBANK—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Burbank Bcstrs., Inc.
Business-Studio Address..20 W. Burbank Blvd.
Phone Number.....CHarleston 0-2111
Transmitter Location..Glenoaks Park, 239 E. Amherst Dr.
Air Time.....6 a.m.-3 a.m.
News Service .....UP
Transcription Service..Lang-Worth, Standard
Member .....NAB, FMA, SCBA
President, Commercial-Sales Promotion Manager .....Sam Kerner
General-Station Manager.....Don Forbes
Program Director.....Robert Campbell
Publicity Director.....Albert Gail
Chief Engineer.....Eugene L. Mleczko

KROP

BRAWLEY—EST. 1946

ABC—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Bcstg. Corp. of America
Business-Studio Address.....P. O. Box 238; Studios in Del Rio Country Club
Phone Number 980
Transmitter Location....Del Rio Country Club
Air Time..5:30 a.m.-12:30 a.m.; 6 a.m.-10 p.m. Sun.
News Service .....AP
Transcription Service.....Associated, World, Keystone
Representative.....John E. Pearson
Membership .....NAB
President, General Manager....W. L. Gleeson
Station-Commercial Mgr.....Glenn Dunham
Program Director, Production Manager, Chief Announcer, Farm Editor.....Chap Rollins
Chief Engineer.....Bill A. Geddes

KICO

CALEXICO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number 918
News Service .....AP
Transcription Service .....Associated
Representative .....Griffith
Owner, General Mgr.....Charles R. Love
Program Director.....Bob Reel
Chief Engineer.....James P. Hutton

KHSL

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Golden Empire Bcstg. Co., Inc.
Address.....4th & Broadway Sts.
Phone Number 237-8
Transmitter Location.....Hooker Oak & Madrone Aves.
Air Time.....7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service .....Standard
Representative .....Gene Grant
General Manager.....Hugh McClung

KBUC (CP)

CORONA

Frequency: 1370 Kc.....Power: 500 Watts
Owned-Operated By..American Pacific Radio Bcstg. Co.
Business Address.....4629 Encinas Dr., La Canada, Calif.
Partners..John G. Buckrum, Elmer J. Buckrum

KRDU

DINUBA—EST. 1946

UNITED PACIFIC

Frequency: 1130 Kc.....Power: 250 Watts d.
Owned-Operated By.....Radio Dinuba Co.
Business-Studio Address.....110 N. "L" St.
Phone Number 500
Transmitter Location...Engleheart & Nebraska
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.Lang-Worth, MacGreggor
President.....Egan A. Hafer
General-Station Manager.....Gray L. Banks
Commercial Manager.....John C. Cohan
Sales Promotion Manager.....Harold Sparks
Program Director, Production Manager, Farm Editor.....Dave L. Hofer, Jr.
Publicity Director.....Ruby Thiesen
Chief Announcer.....Don Plumb
Chief Engineer.....John M. Banks

KXO

EL CENTRO—EST. 1927

MBS—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone Number 1100
Transmitter-Studio Location.....South 4th St.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Paul A. Jenkins
General-Station Manager.....Doyle Osman
Commercial Manager.....Belle Hovey
Sales Promotion Manager.....Richard Berry
Program Director, Production Manager .....Keith Gordon
Chief Engineer.....James Coin

KHUM

EUREKA—EST. 1947

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Carroll R. Hauser
Business Address.....431 F St.
Phone Number 3831
Studio Address.....Vance Hotel
Transmitter Location.....1025 W. Murray St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative .....W. S. Grant
Membership .....NAB
President-Owner, General Manager.....Carroll R. Hauser
Sales Promotion Manager, Program Director, Production Manager..Frank Robinson Brown
Chief Engineer.....Edward P. Strople

KIEM

EUREKA—EST. 1933

MBS—DLBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By Redwood Bdcstg. Co., Inc.
Business-Studio Address..Radio Center E. at Sixth Sts.
Phone Number 4000
Transmitter Location...Eureka Inlet, Humboldt Bay
Air Time.....5:55 a.m.-12 M.
News Service .....UP
Transcription Service.....MacGregor, World, Standard, Cole
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager...Wm. B. Smullin
Dir. Sales & Programs....Chas. Paul Corbin
Sales Promotion Manager.....Robert Stach
Technical Director.....John G. Bauriedel
Office Manager.....George Thomson
Chief Engineer.....Alvor E. Olson

CALL LETTERS TO BE ASSIGNED (C.P.)

FORT BRAGG

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By:..Mendocino Coast Bcstg. Co.
Business Address.....314 Main St.
Partners.....Tony R. Amarante, J. A. Brush, Mathew Thompson, Edward Mertle

KARM

FRESNO—EST. 1938

CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Business-Studio Address..1333 Van Ness Ave.
Phone Number 4-2966
Transmitter Location..Van Ness and Alluvial Avenues
Air Time..6 a.m.-12 M. Mon-Sat.; 8 a.m.-12 M. Sun.
News Service.....AP, INS
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NAB
President-Owner .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Sales Promotion Manager.....Eldora Roth
Program Director.....John Garrick
Chief Engineer.....R. M. Dorothy
Farm-News Editor.....Ed Clough

THE HOLLYWOOD BANDSTAND

6 hours of music

10 A.M. - 4 P.M. DAILY

with

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KFWB WARNER BROS.

Hollywood's First Independent Station

REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.

KFRE

FRESNO—EST. 1942

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Business-Studio Address..T. W. Patterson Bldg.
Phone Number 4-5001
Transmitter Location.....First & Clinton Sts.
Air Time.....5 a.m.-12 M.; 6 a.m.-12 M., Sun.
News Service .....UP
Transcription Service.....Associated, World, Capitol
Representative .....Avery-Knodel
Membership .....NAB
Owner.....J. E. Rodman
General-Station Manager....Paul R. Bartlett
Commercial Manager.....Sidney H. Halls
Program Director.....Ed J. Frech
Chief Announcer.....Jack Grady
Chief Engineer.....Harold R. Brown

KMJ

FRESNO—EST. 1922

NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..1559 Van Ness Ave.
Phone Number 3-6277
Transmitter Location.....Kerman, Calif.
Air Time.....24 hrs. daily, 12:01-6 a.m. Mon.
News Service.....AP, UP
Transcription Service..Thesaurus, McGregor, SESAC
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Commercial Manager.....Coyle Chambers
Program-Musical Director..Andrew Patterson
Traffic Manager.....David Roberts
Publicity Director.....Jack Griffith
Chief Engineer.....William Wallace
Farm Editor.....Norman Katen

KYNO (CP)

FRESNO

MBS—DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....The Voice of Fresno
Business Address.....Hotel Fresno
Phone Number 2-6141
News Service .....UP
Transcription Service....Western, Lang-Worth
Representative .....Young
President .....Robert Schuler
General Manager.....L. E. Chenault
Program Dir. .....Warren Tufts
Chief Engineer.....Bert Williamson

KIEV

GLENDALE—EST. 1932

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address .....Glendale Hotel
Phone Number.....Chapman 5-2388
Transmitter Location.....Glendale Hotel
Air Time.....6 a.m. to local sunset
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President.....David H. Cannon
General Mgr.....Cal Cannon
Chief Engineer.....Vern Schumann

KGFN

GRASS VALLEY—EST. 1947

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Forty-Niner Bdcstg. Co.
Business Address.....P. O. Box No. 924
Phone Number 1100
Transmitter-Studio Location....Grass Valley-Nevada City Highway
Air Time.....7 a.m.-12 M.; 8 a.m.-10:30 Sun.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative....Tracy Moore & Associates; W. S. Grant
Membership .....NAB
General-Station Manager.....Ed Kihn
Sales Promotion Manager.....Victor Tamietti
Program Director, Production Manager, Publicity Director.....Jim Fisk
Chief Announcer.....Garnett Marks
Chief Engineer.....Ed Peters

KFWB

HOLLYWOOD—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Warner Bros. Bcstg. Corp.
Business-Studio Address..5833 Fernwood Ave.
Phone Number.....HE 5151
Transmitter Location.....5775 W. Jefferson, Los Angeles, Calif.
Air Time.....5 a.m.-2 a.m.
News Service.....AP, INS, UP
Representative.....Wm. G. Rambeau
Membership .....NAB
General Manager.....Harry Maizlish
Asst. Manager.....Wm. V. Ray
Commercial Manager.....Berne W. Wilkins
Program Director, Production Manager .....Thomas Freebairn-Smith
Musical Director.....Dion Romandy
Chief Engineer.....Harry Myers

KNGS

HANFORD—EST. 1947

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By..Hanford Publishing Co.
Business Address.....223 W. 7th St.
Phone Number 620
News Service .....INS, UP
Transcription Service...Associated, Thesaurus
Representative .....Grant
Partners.....Stanley S. Beaubaire, W. Keith Topping
General Mgr.....Don C. Reeves
Commercial Mgr.....Don C. Robbins
Program Dir.....Bob Claire
Assoc. Mgr. & Chief Engineer....Jack H. Sole

KGFJ

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number.....HIllside 0201
Transmitter Location...Washington & Oak Sts.
Air Time.....24 hrs. daily
News Service.....INS, UP
Transcription Service .....Associated
Membership .....NAB
Owner.....Ben S. McGlashan
General-Station Manager, Commercial Manager .....Thelma Kirchner
Program Director, Production Manager, Musical Director.....Elmitt Eastcott
Chief Engineer.....Homer Obuchon

HOLLYWOOD'S FASTEST GROWING STATION

SUNSET AND VINE • HOLLYWOOD

THELMA KIRCHNER, *Manager*

KREO

INDIO—EST. 1946

ABC—CALIF. RURAL NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bcstg. Corp. of America
Business-Studio Address.....Calhoun Dr., P. O. Box 707
Phone Number 7403
Transmitter Location.....Calhoun Dr.
Air Time.....5:30 a.m.-1 a.m.
News Service .....AP
Transcription Service..World, Associated, Keystone, Standard
Representative.....John E. Pearson
Membership .....NAB, BMB
President & General Mgr...William L. Gleason
Station Manager.....Riley Gibson
Sales or Commercial Manager.....Bill Sinor
Sales Promotion Manager.....Bill Simpson
Program Director, Chief Announcer .....Doug Caplette
Chief Engineer.....Stanley G. Reynolds

KCVR

LODI—EST. 1946

KBS

Frequency: 1570 Kc.....Power: 250 Watts
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 1700
Studio Address.....Lodi, Calif.
Transmitter Location...1.8 mi. N.W. of Lodi
Air Time.....Day time only
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President, General Mgr.....Herbert W. Brown
Station Manager, Program Director.....Harold C. O'Donnell
Commercial Manager.....Joe Sturgess
Chief Engineer.....Clare Starkey

KFOX

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....672-81

Transmitter Location....220 E. Anaheim Street
Air Time.....5 a.m.-12 midnight
News Service .....UP
Transcription Service..Standard, Lang-Worth, SESAC, Cole
Representative .....Burns-Smith
Membership .....NAB, BMB
President, Gen. Mgr.....Hal G. Nichols
Commercial Mgr., Chief Engineer.....Lawrence W. McDowell

KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned-Operated By.....Consolidated Bcstg. Corp., Ltd.
Business Address.....435 Pine Ave.
Phone Number.....Long Beach 727-85
Studio Address..435 Pine Ave., Long Beach 2; 643 South Olive St., Los Angeles 14
Transmitter Location.....6417 E. Olive Ave., Hynes, Calif.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Lang-Worth, Associated
Representative.....J. H. McGillvra
Membership .....NAB
General Manager.....Lee Wynn
Sales Manager.....Earl Rutledge
Program Director.....Felix Adams
Musical Director.....Helene Smith
Chief Engineer.....Luther Crumbaugh

KECA

LOS ANGELES—EST. 1929

ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By..American Bcstg. Co., Inc.
Business-Studio Address..1440 No. Highland Ave.
Phone Number.....HUdson 2-3141
Transmitter Location.....2951 S. Fairfax Ave.
Air Time..5:30 a.m.-12 M. Mon-Sat.; 7 a.m.-12 M., Sun.
News Service.....AP, INS, UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President.....Mark Woods
General Manager.....Clyde P. Scott
Sales Manager.....Leo O. Ricketts
Program Director.....J. Donald Wilson
Production Manager.....Rollo Hunter
Publicity Director.....Virginia West
Chief Announcer.....Dresser Dahlstead
Western Div. Mgr. of Technical Operations.....T. B. Palmer

KFAC

LOS ANGELES—EST. 1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Los Angeles Bcstg. Co.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Fitzroy 1231
Transmitter Location...3725 Chesapeake Ave.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service .....Associated
Membership .....NAB, BMB
President, General-Station-Commercial-Sales Promotion Manager...Calvin J. Smith
Program Director, Production Manager .....Carlyle Stevens
Chief Announcer.....Carlyle Stevens
Musical Librarian.....Barbara Capell
Chief Engineer.....Ron Oakley

KFI

LOS ANGELES—EST. 1922

NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Pk.
Air Time.....24 hrs. daily
News Service.....AP, UP
Transcription Service.....Capitol, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
President-Owner.....Earle C. Anthony
General-Station Manager....William B. Ryan
Commercial Manager.....Haan J. Tyler
Sales Promotion Manager, Publicity Director .....Dean Moxley
Program Director.....Charles Brown
Production Manager.....Bob Heistand
Chief Engineer..Curtis Mason, H. L. Blatterman
Farm Editor.....Nelson McIninch

KFVD

LOS ANGELES—EST. 1936

Frequency: 1020 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Address..338 South Western Ave.
Phone Number.....FAirfax 6361
Transmitter Location..5526 East Cortland—Lynwood, Calif.
Air Time .....Limited
News Service .....UP
Transcription Service.....Cole; Lang-Worth; McGregor
Representative .....Donald Cooke
Membership .....NAB
President .....J. Frank Burke
General-Sales Manager.....Frank Burke

Commercial-Sales Promotion-Production Manager .....Harry Patterson
Program-Publicity Director.....Carl Brewster
Chief Announcer.....Hunter Hancock
Chief Engineer.....Leonard Reeves
Farm Editor.....George Milne

KHJ

LOS ANGELES—EST. 1922

MBS—DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..Don Lee Bcstg. System
Business-Studio Address....5515 Melrose Ave.
Phone Number.....HUdson 2-2133
Transmitter Location.....Venice Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS
Representative .....John Blair
Membership .....NAB
President.....Thomas S. Lee
Vice. Pres. General-Station Manager.....Lewis Allen Weiss
Sales Manager.....Sydney Gaynor
Asst. Sales Manager.....Henry Gerstenkorn
Program Director.....Charles Bulotti
Production Manager.....Robert Forward
Publicity Director.....Mark Finley
Chief Announcer.....Tony La Frano
Musical Director.....Harry Zimmerman
Chief Engineer.....Frank Kennedy
Farm Editor.....Les Mawhinney

KLAC

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated By.....KMTR Radio Corp.
Address.....1000 Cahuenga Blvd.
Phone Number.....HIllside 1161
Transmitter Location.....1000 Cahuenga Blvd.
Air Time....6 a.m.--1 a.m.; Sun.: 7 a.m.-1 a.m.
News Service.....AP, UP, INS
Transcription Service.....Standard, Capitol, SESAC
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....Dorothy S. Thackrey
General Manager.....Don J. Fedderson
Commercial Manager.....D. E. Lundy
Prog. Dir.....Fred Henry
Chief Engineer.....Paul C. Schulz

(See Page 326)

KMPC

LOS ANGELES—EST. 1927

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Operated By..KMPC, The Station of the Stars, Inc.
Business-Studio Address....5939 Sunset Blvd.
Phone Number.....Hollywood 5341
Transmitter Location....12755 Burbank Blvd., N. Hollywood, Calif.
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service.....Associated, World, Lang-Worth
Representative.....Paul H. Raymer
President-Owner.....G. A. Richards
Asst. to President.....Harry Wismer
Vice President- General Manager .....Robert O. Reynolds
Asst. Manager and Sales Manager.....Herbert H. Wixson
Publicity and Promotion Manager.....Betty Ann Hudson
Program Director.....C. G. Renier
Director of Public Affairs.....Clete Roberts
Chief Announcer.....John Baird
Chief Engineer.....Loyd Sigmon

KNX

LOS ANGELES—EST. 1937

CBS—COLUMBIA PACIFIC NETWORK

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 1212
Transmitter Location.....Torrance, Calif.
Air Time.....5:45 a.m.-1:30 a.m.
News Service.....AP, INS, UP
Transcription Service..Associated; Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
President (CBS).....Frank Stanton
Vice-President Western Div.; General Manager KNX.....D. W. Thornburgh
Assistant General Manager.....Harry Witt
Sales Manager.....Wayne Steffner
Sales Promotion Manager.....Ralph Taylor
Program Director.....Hal Hudson
Production Manager.....Ben Paley
Publicity Director.....Lloyd Brownfield
Chief Engineer.....Les Bowman

KRKD

LOS ANGELES—EST. 1927

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.
Owned-Operated By....Radio Broadcasters, Inc.
Business Address.....541 So. Spring St.
Phone Number.....Tucker 7111
Studio Address.....312 Spring Arcade Bldg.
Transmitter Location.....Glendale Blvd.
Air Time.....5:30 a.m.-7:45 p.m.
News Service .....INS
Transcription Service .....Associated
Membership .....NAB
General-Commercial Manager....Ned Connor
Program Director.....Venna Taylor
Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—EST. 1940

MBS—DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631
Phone Number.....2080
Studio Address.....519 E. St.
Transmitter Location..Laurellan Rd., District 10
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB
President.....H. E. Thomas
General-Station Manager.....Joe D. Carroll
Sales Manager.....Hedley Hall
Sales Promotion Manager...A. J. Powell, Jr.
Program Director, Production Manager.....William R. Cleveland
Publicity Director.....Kenny Alford
Chief Announcer.....William R. Cleveland
Chief Engineer.....Loyd McQueary

KYOS

MERCED—EST. 1936

MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....Merced 1430
Transmitted-Studio Location...1¾ mi. N. by E. of Merced
Air Time .....5:30 a.m.-12 M.
Transcription Service....Standard, Thesaurus
Representative.....W. S. Grant
Membership ..... NAB
President-Gen. Mgr.....Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Com.-Sales Promotion Mgr.....A. J. Krisik
Program Dir.-Production Mgr....Rebecca Krisik
Chief Announcer .....Malcolm Beavers
Chief Engineer.....Russell B. Pope
Farm Editor.....Joel Buffington

KTRB

MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts
Owned By.....KTRB Bcstg. Co., Inc.
Operated By.....William Bates, Jr.
Business Address.....P. O. Box 593
Phone Number.....744 Modesto
Transmitter-Studio Location...Norwiegen Ave.
Air Time.....5 a.m.-1 a.m.
Transcription Service.....World, Lang-Worth, Cole, MacGregor
Representative.....W. S. Grant
Membership .....NAB, BMB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Com.-Sales Promotion Mgr...James Van Parks
Program-Production Mgr. .....Gene D'Accardo
Publicity Director.....Milton Hibdon
Chief Announcer .....Charles McEwen
Musical Director .....Harold Hinman
Chief Engineer.....William H. Bates, Jr.
Farm Editor.....Charles McEwen

KDON

MONTEREY—EST. 1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Monterey Peninsula Broadcasting Co.
Business Address.....468 Calle Principal
Phone Number 8501
Studio Address...275 Pearl St.; 137 Monterey St., Salinas
Transmitter Location.....Monterey Municipal Wharf
Air Time.....18 hours daily
News Service .....UP
Transcription Service.....Associated, Cole
Membership .....NAB
President.....Paul H. Caswell
General-Promotion Mgr.....Reed Pollock
Commercial Manager.....George Ross
Program Director.....Bob Sabin
Chief Engineer.....Omer N. Wright

KWSD

MOUNT SHASTA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Shasta Cascade Bcstg. Corp.
Business Address.....Alma St.
Phone Number 101
News Service .....AP
Transcription Service .....Standard
Representative .....Griffith
General-Commercial Mgr.....Arthur Adler
Station Manager.....David H. Rees
Promotion Manager.....David H. Rees
Program Director.....John Pennington
Chief Engineer.....David H. Rees

KVON

NAPA—EST. 1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Operated By.....Napa Bcstg. Co.
Business Address.....P. O. Box 427
Phone Number 2606
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President-General Mgr.....Elwyn F. Quinn
Commercial-Promotion Mgr...Julien J. Nielsen
Program Director.....Albert C. Priddy
Chief Engineer.....Earl H. Holtman

TRUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market,* the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

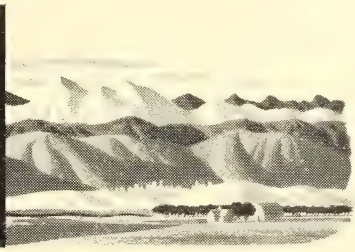
THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales*

The Nation's Greatest Regional Network

it. 44 *local* Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets... markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families.

515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM



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THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

KSFE (CP)

NEEDLES

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Shelley Radio Electric Co.
Owner.....Oscar D. Shelley

KLX

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....GLencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time.....6-12 M.
News Service .....AP
Transcription Service.....Capitol, World
Representative.....Homer Griffith
Membership..... BMB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Commercial Manager.....Harold R. Gaisford
Sales Promotion Mgr.-Pub. Dir...Howard Luck Gossage
Pgm. Dir.-Prod. Mgr.....Jerry Morton
Chief Announcer.....Deane Banta
Musical Director.....Lou Dean Grow

23 YEARS OF COMMUNITY LEADERSHIP

OAKLAND, CALIFORNIA

The Key to the Oakland Market

SHELDON F. SACKETT
PRESIDENT

WILT GUNZENDORFER
GENERAL MANAGER

Chief Engineer.....Roswell S. Smith
Farm Editor.....Milton Blake

KROW

OAKLAND—EST. 1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Krow, Inc.
Business Studio Address.....464-19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520-8th Ave.
Air Time..... 18 hrs. daily
News Service.....UP
Transcription Service....Standard, Associated
Membership .....NAB
President.....Sheldon F. Sackett
Gen. Mgr.-Sales Mgr.....Wilton Gunzendorfer
Asst. to Gen. Mgr.....Richard C. D. Bell
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Musical Director.....Louise Stevens
Chief Engineer.....C. E. Downey

KWBR

OAKLAND—EST. 1920

UNITED PACIFIC NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By....S. W. & E. N. Warner
Business Studio Address.....327-21st St.
Phone Number.....Higate 4-1212
Transmitter Location.....327-21st St.
Air Time.....20 hrs. daily
News Service.....UP
Transcription Service.....Lang-Worth
Membership .....NAB
President-Owner-Gen. Mgr.....S. W. Warner
Station Mgr.....F. Wellington Morse
Sales Manager.....Edward B. Smith
Program Director.....Evelyn Dewsnup
Publicity Director.....Shirley Ryman
Chief Announcer.....George Oxford
Musical Director.....Sam Watts
Chief Engineer.....Paul Gregg

KOCS

ONTARIO—EST. 1947

Frequency: 1510Kc.....Power: 250 Watts
Owned-Operated By....The Daily Report Co.
Business Address.....222 E. "B" St.
Phone Number.....Ontario 627-54
Studio Address.....Radio Center Bldg.
Transmitter Location.....4th and San Antonio
Air Time.....Local sunrise—Local sunset
Transcription Service...Thesaurus, Associated
Membership .....NAB
President.....Mrs. Jerene Appleby Harnish
Advising Manager.....Ernest L. Spencer
Commercial Manager.....J. A. Downey
Program Director.....R. W. Hergonson
Pub. Dir. & Office Mgr...Helen Faye Burington
Chief Engineer.....Floyd Hall

KDAN (CP)

OROVILLE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Mercury Bcstg. Co.
News Service .....UP
President .....Dan L. Beebe
General-Commercial Mgr.....Arden Booth
Chief Engineer.....Ted R. Peixotto

KGEW (CP)

OROVILLE

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By....Stanley S. Beaubaire
Business Address.....117 Broadway, Chico

KCMJ

PALM SPRINGS—EST. 1946

CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Palm Springs Bcstg Co.
Business Studio Address.....Box KK
Phone Number.....2911; 2253-4
Transmitter Location.....RadiOasis
Air Time.....6:30 a.m.-12 M.
Air Time..6:30 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership .....NAB
Co-Owners.....Dick Joy and Don McBain
Gen. Station-Commercial-Sales Promotion Mgr.
Publicity Director.....Dick Joy
Los Angeles Sales Mgr.....George Irwin
Pgm. Dir.-Prod. Mgr.....Roland Vaile
Chief Engineer.....J. Donald Clay

KAGH

PASADENA—EST. 1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Rose Bowl Bcstrs.
Address.....800 Sierra Madre Villa
Phone Number.....RYan 1-7641
Transmitter Location..800 Sierra Madre Villa
Air Time.....Local sunrise-local sunset
Transcription Service....Standard, Associated
General Manager.....John R. Rider
Program Director.....Don Doolittle

KWKW

PASADENA—EST. 1924

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Co.
Business Studio Address...425 E. Green St.
Phone Number.....Ryan 1-6744
Transmitter Loc...924 Vista, San Gabriel, Calif.
Air Time.....5:30 a.m.-Local Sunset
News Service.....UP
Transcription Service.....Capitol
Representative .....Forjoe
Membership .....NAB
President.....Marshall S. Neal
Gen. Station-Comm. Mgr.-Pub. Dir.....Claire Hughes
Sales Promotion Mgr.....Claire Hughes
Pgm. Dir.-Chief Announcer-Farm Editor...Ken Barton
Production Manager.....Sam Rowland
Chief Engineer.....Paul W. Spargo

KXLA

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location...N. Lexington-Gallatin Rd.-El Monti
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service...Langworth, Associated World
President-Gen. Mgr.....Loyal K. King
Chief Announcer.....Carl Saunders
Chief Engineer.....Jack Reader

KPRL

PASO ROBLES—EST. 1946

MBS—DON LEE—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Henry Hacker
Business Studio Address...32nd & Oak Sts.
Phone Number 2-0-4
Transmitter Location.....32nd & Oak Sts.
Air Time.....17½ hrs. daily; 17 hrs. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Pres.-Owner-Gen. Mgr....Leslie Henry Hacker
Station Mgr. Pgm. Dir.....Arthur J. Hapgood
Comm-.Sales Prom. Mgr.....Jos. Shuttleworth
Prod. Mgr.-Musical Dir.....John Hamilton
Chief Announcer.....Jack Clifton
Chief Engineer.....Robert Otto
Farm Editor.....Dick Maphet

KPMO

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 250 Watts
Owned-Operated By..Valley Broadcasting Co.
Business Address.....1240 E. Holt St.
Transmitter Location.....1240 E. Holt St.
Air Time.....6 a.m.-12 mid.
News Service .....UP
Transcription Service.Standard, World, Capitol

Partners..Myron E. Kluge, Dean H. Wickstrom
General Manager.....Dean Wickstrom
Commercial Manager.....Stanley Davis
Program Director.....Al Kiersey
Chief Engineer.....Granville Esch

KTIP

PORTERVILLE—EST. 1946

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By:.....J. F. Tighe
Business Address.....207 Mill St.
Phone Number.....1265
Studio Address.....Newcomb & Grand
Transmitter Location..3 Mi. N. W. of Porterville
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Capital, Associated
Representative.....Gene Grant
Membership..... NAB
President-Owner.....J. F. Tighe
Gen. Station-Sales Mgr....Robert B. McGinnis
Program Director.....Peter Tewksbury
Musical Director.....Bob Clare
Chief Engineer.....Jim Tennyson

KBLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....KBLF Bcstrs.
Business Address.....P. O. Box 431
Phone Number.....354
Studio Address.....Oak and Main Sts.
Transmitter Location.....Red Bluff
Air Time.....6:30 a.m.-10 p.m.
News Service.....AP
Transcription Service.....World
Representative...Donald Cooke, Gene Grant
Membership..... NAB
Station Mgr.-Pgm. Dir.-Prod. Mgr.- Pub-Dir.-Farm Editor.....Wm. B. Murphy
Chief Announcer.....Harold Houston
Chief Engineer.....Howard L. Parsons

KVCV

REDDING—EST. 1938

MBS—DON LEE

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By....Golden Empire Broadcasting Co.
Business Address.....Highway 99, South
Phone Number.....1646-7
Transmitter Location...Highway No. 99 South
Air Time.....6 a.m.-12 p.m.
News Service .....UP
Transcription Service.....Standard, Cole
Representative.....W. S. Grant
President-General Mgr.....Hugh McClung
Station Manager.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Prog. Dir.....Lyle Mathis
Prom. Mgr.....Robert Hoskins
Chief Engineer.....Russell Pope

KPRO

RIVERSIDE—EST. 1941

KBS

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By....Broadcasting Corporation of America
Business Address.....3401 Russell St.
Phone Number....Riverside 6290, San Bernardino 5157
Studio Address...3401 Russell St., Riverside 480th 5th St., San Bernardino
Transmitter Location.....3401 Russell St.
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service.....Associated, World, MacGregor
Representative.....John E. Pearson Co.
Membership .....NAB, BMB
President-General Manager....W. L. Gleeson
Commercial Manager.....Richard Williams
Program Director.....Doris Mann
Publicity Director.....William Simpson
Chief Engineer.....Stan Reynolds

KCRA

SACRAMENTO—EST. 1944

NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Valleys Bcstg Co.
Business Studio Address.....604 Calif. State Life Bldg.
Phone Number.....2-0758
Transmitter Location.....3 mi. NW of town
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....World, Capitol
Station Representative.....Weed
Membership.....NAB, BMB
Gen. Station-Sales Mgr.....Ewing C. Kelly
Program Director.....Robert R. Alexander
Chief Enigneer.....Marvin D. Myers

KFBK

SACRAMENTO—EST. 1923

ABC

Frequency: 1530 Kc.....Power: 10,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 I St.
Phone Number.....3-1745
Transmitter Location....5 mi. W. of studio in Yolo County
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB, BMB

President.....Eleanor McClatchy
Station Manager.....Leo O. Ricketts
Sales Manager.....Dick Brothers
Program Manager.....James Eakins
Traffic Manager.....Howard Evanson
Publicity Director.....Austin B. Chaney, Jr.
Chief Engineer.....Stam Sronce
Farm Editor.....Charley Marshall
Chief, Bureau Special Events & News...Tony Koester

KROY

SACRAMENTO—EST. 1937

CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Business-Studio Address....Hotel Sacramento
Phone Number.....3-2525
Transmitter Location.....3402 65th St.
Air Time.....6 a.m-12 M.
News Service.....INS
News Service.....INS, UP
Transcription Service.....Associated
Representative .....Avery-Knodel
Membership .....NAB
V.P.-Mgr.....Clyde F. Coombs
Commercial Manager.....Benton Paschall
Program Director.....William J. Ratcliff
Chief Engineer.....Howard Martineau
Farm Editor.....Scotty Mortland

KXOA

SACRAMENTO—EST. 1945

MUTUAL—MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Sacramento Broadcasters, Inc.
Business Studio Address:.....1617—30th St.
Phone Number.....6-4728
Transmitter Location.....1617—30th St.
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service...Associated, Langworth
Representative...Adam J. Young, Jr., Western Radio Adv.
Membership .....NAB
President-Gen. Station Mgr.....Lincoln Dellar
Commercial Sales Promotion Mgr.....Morton Sidley
Program Dir.-Prod. Mgr.....Lincoln W. Miller
Chief Engineer.....Lincoln W. Miller

KSBW

SALINAS—1947

MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg Corp.
Business Address.....Glikbarg Bldg.
Phone Number.....21635
Transmitter Studio Location.....Airport Rd.
Air Time.....6 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....Western Radio Inc.
Membership .....NAB
President-Gen. Station Mgr.- Chief Engineer.....J. M. Hall
Commercial Manager.....James W. Tressel
Sales Promotion Mgr.-Pub. Dir.....William M. Oates
Pgm. Dir.-Farm Editor.....Don Wells
Musical Director.....Vern Marcoe

KCSB

SAN BERNARDINO—EST. 1948

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By..San Bernardino Valley Bctrs.
Studio Address....770 Mill St., P. O. Box 486
Business Address.....200 Fleming Bldg. 4th and E Sts.
Transmitter location.....770 Mill St.
Phone Number 6808
Air Time.....7 a.m.-6 p.m.
News Service .....AP
Owner .....Woodrow Miller
General Manager-Program Director.....Richard T. Sampson
News and Sports Director.....Ernie Peeler
Chief Engineer.....Hal Elzig

KFXM

SAN BERNARDINO—EST. 1929

MBS—DON LEE

Frequency: 590 Kc.....Power: 1000 Watts
Owned By.....Lee Bros. Bcstg. Co.
Operated By.....J. C. Lee and E. W. Lee
Business Studio Address.....512 Fifth St.
Phone Number.....4761
Transmitter Location.....S. "E" St.
Air Time.....5:45 a.m.-12 M. Mon.-Fri.; 5:45 a.m-1 a.m., Sat., 6:45 a.m.-12 M. Sun.
News Service.....UP
Transcription Service.....World
Representative .....John Blair
Co-Partners.....J. C. Lee and E. W. Lee
Station Manager.....Gene W. Lee
Sales Manager.....Don Cummings
Program Director.....Larry Shields
Publicity Director.....E. W. Lee
Chief Announcer.....Ernest J. Ford
Chief Engineer.....George W. Ewing
Farm Editor.....Howard Baichly

KITO

SAN BERNARDINO—EST. 1947

ABC

Frequency: 1290 Kc.....Power: 1000 Watts (C. P. 5000)
Owned-Oper. By...San Bernardino Bcstg. Co. Inc.
Business Studio Address.....569 Fourth St.

Phone Number.....7807
Transmitter Location.....¼ Mi. E. of Stirling Ave., 1-4 Mi. north of Base Line
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....Capitol
Representative.....George P. Hollingbery
President.....Carl E. Haymond
Station-Sales-Mgr.....Maury A. Vroman
Pgm. Director-Prod. Mgr.....Charles B. Foll
Chief Engineer.....Owen Ford

KRNO

SAN BERNARDINO—EST. 1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Western Empire Bctrs., Inc.
Address.....990 Colton Ave
Phone Number.....2-4282
Transmitter Location.....990 Colton Ave.
Air Time.....24 hrs. daily
News Service.....AP
Transcription Service.....Standard
President.....James W. Gerrard
V.P. & Gen. Mgr.....Norman H. Rogers
V.P. & Chief Engineer.....George W. Brock
Program Director.....Dave Shaw
Chief Announcer.....Wyn Stewart
News Editor.....Jim Young
Traffic Director.....Marie Davis

KFMB

SAN DIEGO—EST. 1941

ABC

Frequency: 1450 Kc. (C. P. 550 Kc.).....Power 250 Watts (C. P. 1000 Watts)
Owned-Operated By.....Jack Gross Bcstg. Co.
Business Address-Studio Address.....1375 Pacific Blvd.
Phone Number.....Main 2114
Transmitter Location.....Spreckels Bldg.
Air Time.....6 a.m.-12 M., 8 a.m.-12 M. Sun.
News Service.....AP
Transcriotion Service.....Standard, SESAC
Representative.....The Branham Co.
President-Gen. Commercial Mgr....Jack Gross
Pgm. Director-Prod. Manager...John Harrison
Publicity Director.....Philomene Hempen
Chief Engineer.....Robert E. Lee, Jr.

KFSD

SAN DIEGO—EST. 1926

NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Airfan Radio Corp.
Business Address.....326 Broadway
Phone Number.....Franklin 6353
Studio Address.....U. S. Grant Hotel
Transmitter Location.....Emerald Hills
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....Thomas E. Sharp
Manager.....M. R. Harris
Sales Manager.....Larry L. Scalf
Program Director.....Alys Phreaner
Chief Engineer.....John Merino

KGB

SAN DIEGO—EST. 1928

MBS—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Holding Co.
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Transmitter Location.....Pickwick Hotel
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....John Blair & Co.
President.....Thomas S. Lee
General Manager.....F. D. Ide
Commercial-Sales Promotion Manager.....Hobby Myers
Production Manager.....Jerry Lee Pecht
Program Director.....James Dillon
Chief Engineer.....William G. Collins

KLIK (CP)

SAN DIEGO

Frequency: 750 Kc.....Power: 5000 Watts
Owned-Operated By....Balboa Radio Corp.

KSDJ

SAN DIEGO—EST. 1946

CBS

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 n.
Owned-Operated By...Clinton D. MacKinnon
Business Studio Address.....5th & Ash Sts.
Phone Number.....Franklin 1315
Transmitter Location...62nd & El Cajon Blvd.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.....UP
Transcription.....Capitol, SESAC
Representative.....Free & Peters
Membership.....NAB
President-Owner-Gen. Mgr...Clinton D. MacKinnon
Station Manager.....Edgar L. Tidwell
Commercial Manager.....Amos D. Baron
Sales Promotion Manager.....Fred T. Foster
Production Manager.....Dean S. Long
Publicity Director.....George Dawkins
Chief Announcer.....Daniel Cubberly
Musical Director.....Don Hatch
Chief Engineer.....Charles Sherburne
Farm Editor.....Howard Keddie

KSON

SAN DIEGO—EST. 1947

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....Maryland Hotel
Phone Number.....Franklin 5175
Transmitter Location.....Main & Rigel St.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service....Lang-Worth, Capitol, Cole
Representative.....Homer Griffith
Membership .....NAB
Executive Director...John Gordon Studebaker
Gen.-Station-Commercial Mgr.....C. Frederic Rabell
Sales Promotion Mgr.-Pub. Dir.....Dorothy Johnson
Pgm. Dir.-Prod. Mgr.....Carl Green Jr.
Chief Announcer.....Van Voorhis
Musical Director.....Carl Greene
Chief Engineer.....Bill Tomberlin

KUSN

SAN DIEGO—EST. 1947

Frequency: 1510 Kc....Power: 5000 Watts d., 1000 n.
Owned-Operated By...San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Transmitter Location .....63rd & Montezuma
Air Time.....18 hrs daily
News Service.....UP
Transcription Service..Associated, Lang-Worth
Representative .....Forjoe
Membership .....NAB
General Manager.....Jack Heintz
Station Mgr.-Commercial Mgr.....Paul Jones
Pgm. Director.....Wilson Edwards
Publicity Director.....Diana Matthews
Chief Announcer.....John Black
Chief Engineer.....Vern Milton

KYOR

SAN DIEGO—EST. 1947

Frequency: 1130 Kc...Power: 250 d.; CP-5000
Owned-Operated By...Silver Gate Broadcasting Co.
Address.....399 W. Broadway
Phone Number.....Franklin 9-5121
Transmitter Location.....399 W. Broadway
Air Time.....Sun-up to sun-down
News Service .....AP
Transcription Service....MacGregor, Standard, SESAC
Representative .....Grant
General Manager.....John A. Bohn
Comm.-Prom. Mgr.....Pete Watts
Program Director.....Wm. W. Phreaner
Chief Engineer.....Ben Leff

KFRC

SAN FRANCISCO—EST. 1924

MBS—DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address..1000 Van Ness Ave.
Phone Number.....Prospect 5-0107
Transmitter Location.....1000 Van Ness Ave.
Air Time..... a.m.-12 M., Mon.-Sat.; 7 a.m. to 12 M., Sun.
News Service.....AP, INS.
Transcription Service World
Representative.....John Blair
Membership .....NAB
President.....Thomas Lee
General Manager.....William D. Pabst
Sales Manager.....Merwyn L. McCabe
Sales Promotion Mgr.-Pub. Dir.....Robert L. Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeifer
Musical Director.....Lyle Bardo
Chief Engineer.....E. G. Underwood

KGO

SAN FRANCISCO—EST. 1924

ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Studio Address.....Taylor & O'Farrell Sts.
Transmitter Location.....Near Newark, Calif.
Air Time.....18½ hrs. daily
News Service.....AP, INS, UP
Transcription Service...Standard, Associated, Capitol
Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....Mark Woods
V.P. Western Div.....Don Searle
General Manager.....Gayle V. Grubb
Sales or Commercial Mgr.....Kirkham Torney
Sales Promotion-Prod. Mgr.-Pub. Dir.....Robert F. Laws
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
Musical Director..... Phil Bovero
Chief Engineer.....A. E. Evans

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc.....Power: 1000 Watts
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....AP, INS

Transcription Service...Standard, MacGregor, Lang-Worth, Associated
Representative .....Headley-Reed
Membership .....NAB
General-Station Mgr.....Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr...Stanley G. Breyer
Pgm. Dir.-Prod. Mgr....Charles F. Pendleton
Musical Director.....Mildred Bowyer
Chief Engineer.....Wayne Berthold

KNBC

SAN FRANCISCO—EST. 1922

NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Bus. Studio Address...Taylor & O'Farrell Sts.
Phone Number.....GRaystone 4-8700
Transmitter Location.....Belmont, Calif.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS, UP.
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President (NBC) .....Niles Trammell
General-Station Manager.....John W. Elwood
Sales Manager.....Alfred W. Crapsey
Sales Promotion Manager..Miss Ethel Gilchrist
Program Director.....Harry Bubeck
Publicity Director.....John Thompson
Chief Announcer.....Hal Wolf
Musical Director.....Tony Freeman
Chief Engineer.....Curtis Peck
Farm Editor.....Henry Schacht

KQW

SAN FRANCISCO—EST. 1912

CBS

Frequency: 740 Kc.....Power: 5000 Watts
Owned-Operated By.....Pacific Agricultural Foundation Ltd.
Business Address.....140 Jesse St.
Phone Number.....Exbrook 2-3233
News Service.....AP, UP
Transcription Service....MacGregor, Standard
Representative .....Petry
President.....Ralph R. Brunton
General Manager.....C. L. McCarthy
Sales Manager.....Richard E. Goebel
Program Director.....Fred Ruegg
Promotion Manager.....Walter S. Zahrt
Chief Engineer.....Allan N. Cormack

KSAN

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Golden Gate Bcstg. Co.
Business Studio Address.....1355 Market St.
Phone Number.....Market 1-8171
Transmitter Location.....1355 Market St.
Air Time.....Mon. Thru Sat.: 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....William Rambeau
Membership..... NAB
President.....S. H. Patterson
Gen. Station Manager.....Lee Mikesell
Pgm. Dir.-Prod. Mgr.....Clint Sherwood.
Chief Engineer.....Norwood Patterson

KSFO

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc....Power: 5000 Watts d., 1000 n.
Owned-Operated By..The Associated Bcstrs., Inc.
Business Studio Address..Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Transmitter Location....Islias Creek, Pier 92
Air Time.....18½ hrs. daily
News Service.....INS, UP
Transcription Service...Standard; Associated
Representative..... Bolling
Membership .....NAB, BMB
President.....W. I. Dumm
V.P.-Gen.-Station Mgr.....Philip G. Lasky
Sales or Commercial Mgr....John G. Campbell
Sales Promotion Mgr.-Pub. Dir...Patricia Harris
Pgm. Dir.-Prod. Mgr.....Keith Kerby Lakin
Dir. of Engineering.....A. E. Towne
Farm Editor.....Herb Kennedy

KYA

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 n.
Owned-Operated By..Palo Alto Radio Station, Inc.
Business Studio Address...Hearst Bldg., Third & Market Sts.
Phone Number.....DOuglas 2-2536
Transmitter Location...Candlestick Pt., Bay View Park
Air Time...5:30 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service.....AP, INS, UP
Transcription Service.....World
Representative.....Adam J. Young, Jr.
Membership..... NAB
Owner..... Dorothy S. Thackrey
President.....Bartley C. Crum
Exec. V.P.-Gen. Station Mgr....Don Fedderson
Commercial-Sales Promotion Mgr....David E. Lundy
Program Director.....Verne Wilson
Production Manager.....Lu Hurley
Chief Engineer.....Paul C. Schulz

(See Page 326)

KSGN
SANGER—EST. 1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Sanger Co.
Business Address.....P. O. Box 338
Phone Number 490
News Service .....UP
Transcription Service .....World
Representative .....Universal
General Manager.....Edward L. Terry
Commercial Manager.....Albert Blain
Program Director.....Wilson Monroe
Chief Engineer.....Lyman Treaster

KEEN
SAN JOSE—EST. 1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By...United Bcstg. Co., Inc.
Business Studio Address.....Hotel De Anza
Phone Number.....Columbia 1370
Transmitter Location..Wayne Ave. & Oakland Highway
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service...Associated, McGregor
Representative ..... Forjoe
Membership .....NAB
President.....George M. Mardikian
VicePres. & Genl. Mgr.....Floyd Farr
Secy.-Treas. & Pgm. Mgr.....George Snell
Publicity Director.....Harold Woolley
Chief Announcer.....Tom Duggan
Musical Director.....Myrra Mosher
Chief Engineer.....John S. Stevens
Farm Editor.....Alan Armer

KLOK
SAN JOSE—EST. 1946

Frequency: 1170 Kc.....Power: 5000 Watts
Owned-Operated By.....Valley Bcstg Co.
Business Address.....40 W. San Antonio St.
Phone Number.....Columbia 1483
Studio Address.....Rt. 3, Box 323A
Transmitter Location.....King Rd. at Aborn
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....Capitol
Station Representative...Donald Cooke, Gene Grant
Membership .....NAB, BMB
General Manager.....E. L. Barker
Sales Manager.....R. E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....J. T. Bindner
Farm Editor.....H. McKenzie

KQW
SAN JOSE—EST. 1912
CBS

Frequency: 740 Kc.....Power: 5,000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Ltd.
Business Studio Address.....140 Jessie St., San Francisco, Calif.
Phone Number.....EXbrook 2-3233
Transmitter Location.....Alviso, Calif.
Air Time....6 a.m.-12 M., 6:45 a.m.-12 M. Sun.
News Service.....AP, UP
Transcription Service...Standard, MacGregor
Representative.....Edward Petry
Membership..... NAB
President.....Ralph R. Brunton
Gen.-Station Manager.....C. L. McCarthy
Sales or Commercial Mgr...Richard E. Goebel
Sales Prom. Mgr.-Pub. Dir.....Walter S. Zahrt
Program Director.....Fred Ruegg
Musical Director.....Ray Hackett
Chief Engineer.....Alan N. Cormack
Farm Editor.....Bert Buzzini

KSJO
SAN JOSE—EST. 1946

Frequency: 1590 Kc....Power: 1000 Watts d., 500 n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number.....Ballard 3660
Transmitter Studio Loc.....Story and Lucretia Avenues
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Standard
Representative.....W. S. Grant
Membership .....NAB
Gen. Station Manager.....Donald H. Telford
Sales Promotion Manager...Frank Kilpatrick
Pgm-Musical Dir.-Farm Editor...Norman Paul
Production Manager.....Ralph Rogers
Publicity Director.....Charles F. Mallory
Chief Announcer.....Ralph Rogers
Chief Engineer.....Larry King

KXRX (CP)
SAN JOSE

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Business Address.....266 S. First St.
Phone Number.....Columbia 1397
President.....Joe E. Levitt

KPIK
SAN LUIS OBISPO—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...San Luis Obispo Bcstg. Co.
Business Studio Address.....1130 Garden St.
Phone Number.....3171

Transmitter Location.....500 Price St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....UP
Transcription Service.....World, Capitol
Station Representative.....Tracy Moore
Membership .....NAB
Gen. Station Mgr.-Pgm. Dir....James L. Harris
Commercial Sales Promotion Mgr....Aram S. Rejebian
Production Manager.....William Schember
Chief Engineer.....Charles C. Squires
Farm Editor.....Albert Auf der Heide

KVEC

SAN LUIS OBISPO—EST. 1937

MBS-DON LEE—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 n.
Owned-Operated By...The Valley Electric Co.
Business Studio Address...Mt. View & Hill Sts.
Phone Number.....1100-1
Transmitter Location...1½ mi. N. of San Luis Obispo on Roosevelt Highway
Air Time.....6 a.m.-12M., 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service....Thesaurus, Standard
Representative.....W. S. Grant
Membership..... NAB
President-Owner.....Christina M. Jacobson
Gen. Station Mgr.....Les Hacker
Commercial Promotion Mgr.-Pub. Dir.....Joe Shuttleworth
Program Director-Prod. Mgr.....Robert Wilton
Chief Announcer, Musical Dir.....John Ferm
Chief Engineer.....Earle Travis
Farm Editor.....Dick Maphet

KSMO

SAN MATEO—EST. 1947

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By....Amphlett Printing Co.
Address .....811 "B" St.
Phone Number 4-2594
Studio Address..Arthur Bldg., 9th & "B" Sts.
Transmitter Location...E. Bayshore Highway
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service....Standard, Lang-Worth
Representative.....George D. Close, Inc.
President.....J. Hart Clinton
General Manager.....John H. Schacht
Program Director.....W. Bill DeMarco
Chief Engineer.....H. Neil Black

KVSM

SAN MATEO—EST. 1946

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By...The San Mateo County Bcstrs.
Business Studio Address...279 Baldwin Ave.
Phone Number.....4-4385, 4-2541
Transmitter Location..Third Ave. at Seal Creek
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Capitol, Associated, SESAC
Representative....Donald Cooke, Gene Grant
Membership .....NAB
President.....Hugh H. Smith
Gen. Station Manager.....Gordon D. France
Commercial Manager.....Robert M. Bruce
Sales Promotion Manager....W. H. Ellerman
Pgm. Dir.-Prod. Manager...Clenton W. Price
Publicity Director.....Frank M. Campbell
Chief Announcer.....Aaron Edwards
Musical Director.....Ingeborg North
Chief Engineer.....Merwyn F. Planting

KTIM

SAN RAFAEL—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 1000 Watts
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Studio Address.....1117 Fifth Ave.
Phone Number.....1510
Transmitter Location...College Ave., Kentfield, Calif.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....Roy A. Brown
V.P.-Gen. Station Mgr.....Ernest L. Smith
Commercial Sales Promotion Mgr....Alan B. Johnstone .....
Program-Pub. Dir. . Beth McVicar
Prod. Mgr.-Farm Editor.....Gordon Greb
Chief Announcer.....Robert L. Albertson
Musical Director.....Mary Ellen Shelton
Chief Engineer.....Melvin H. Murphy

KVOE

SANTA ANA—EST. 1926

MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Address.....206-N. Main St.
Phone Number.....4209, 4901-R
Transmitter Studio Location.....12531 East Willowick Drive—Santa Ana, Calif.
Air Time.....7 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
Transcription Service...Standard, MacGregor, SESAC
Representative.....W. S. Grant
Membership.....NAB, BMB
President-Gen. Station Mgr...Ernest L. Spencer
Commercial Manager.....L. S. Nicholson
Sales Promotion Manager...Carol Jean Young
Pgm. Dir.-Prod. Mgr.-Musical Dir.....W. S. Wiggins

Publicity Director.....Ames Fischer
Chief Announcer.....Lesley Chatfield
Chief Engineer.....W. S. Wiggins
Farm Editor..... Lynn Thomas

KDB

SANTA BARBARA—EST. 1921

MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Don Lee Bcstg. System
Business-Studio Address.....1309 State St.
Phone Number 4131
Transmitter Location.....E. Haley St.
Air Time.....6:30 a.m.-12:15 a.m.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
President.....Thomas S. Lee
General Manager.....Lewis Allen Weiss
Station Manager.....Edward K. Kemble
Sales Manager.....James S. Blomfield
Program Director.....Donald Roberts
Chief Announcer.....George Humphrey
Chief Engineer.....Forrest Choate

KIST

SANTA BARBARA—EST. 1946

NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Harry C. Butcher
Business-Studio Address.....Balboa Bldg.
Phone Number 3981-2-3
Transmitter Location.....735 State St.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Associated, Capitol
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President-Owner.....Harry C. Butcher
General-Station Manager, Commercial Manager .....Fin Hollinger
Sales Promotion Manager, Publicity Director .....Gordon Hittenmark
Program Director.....Mary Ann Casey
Production Manager.....James McBride
Chief Announcer.....Stan Saueressig
Chief Engineer.....Philip C. Little

KTMS

SANTA BARBARA—EST. 1937

ABC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By....Santa Barbara News-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number 6111
Transmitter Location.....Goleta, Calif.
Air Time.....17½ hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Thomas M. Storke
General-Station Manager...Kenneth E. Peters
Publicity .....John Willis
Chief Announcer.....Ted Scott
Musical Director.....Marion Keen
Chief Engineer.....Albert Nicolay
Farm Editor.....Don Russell

KRUZ (CP)

SANTA CRUZ

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Monterey Bay Broadcast Co.
Business Address....133 Middlefield Rd., Palo Alto
Partners.....L. John Miner, Taft R. Wrathall, Grant R. Wrathall

KSCO

SANTA CRUZ—EST. 1947

Frequency: 1080 Kc.....Power: 1000 watts
Owned-Operated By.....Radio Santa Cruz
Business Address.....21 Locust St.
Partners.....Charles Vernon Berlin, Fred D. McPherson, Jr., Mahlon D. McPherson

KCOY

SANTA MARIA—EST. 1947

ABC—TRI-COUNTY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone Number 104
Transmitter Location.....N. Blosser Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Chief Executives.....Thomas M. Storke, Charles A. Storke
General Manager.....Frank B. Weltmer
Commercial Manager.....Kenneth Morton
Program Director.....Duane F. Johnson
Chief Announcer.....Rick Cuetara
Chief Engineer.....Emmet Ferguson
Farm Editor.....Don Russell

KSMA

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Operated By.....Hugh G. Shurtliff
Address.....Post Office Box 407
Phone Number 24

Transmitter Location.....One Mile No. of Santa Maria
Transcription Service .....Associated
Representative.....Homer Griffith Co.

KOWL

SANTA MONICA—EST. 1947

Frequency: 1580 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Arthur H. Croghan
Business-Studio Address...Ambassador Hotel
Phone Number 5-1580
Transmitter Location.....11637 Charnock Rd. Los Angeles 25, Calif.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service....Associated, Standard
Representative.....The Walker Co.
Membership .....NAB
Owner, Commercial-Sales Promotion Manager.....Arthur H. Croghan
General-Station Manager, Program Director, Production Manager . .....Clay Osborne
Chief Announcer.....Warren K. Deem
Chief Engineer.....John Morecroft

KSPA

SANTA PAULA—EST. 1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Ventura County Radio Center, Inc.
Business-Studio Address.....Box 112
Phone Number 1400
Transmitter Location. W. Main St. & Middle Rd.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service..Associated, World, Cole
Membership .....NAB, BMB
General-Station-Sales Promotion Manager.....F. Clinton Jones
Chief Engineer.....Maj. Claude Turner
Agricultural Dir.....Montague Everitt

KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Mrs. Ruth W. Finley
Business-Studio Address.....P. O. Box 570, 425 Mendocino Avenue
Phone Number 110
Transmitter Location.....Finley Ave.
Air Time.....6:30 a.m.11 p.m.
News Service.....AP, UP
Transcription Service.Lang-Worth, MacGregor, Cole
Representative.....W. S. Grant Co.
Membership .....NAB, BMB
President-Owner.....Mrs. Ruth W. Finley
General-Station Manager.....Eddie Handley
Commercial-Sales Promotion Manager .....Lee Fleming
Program Director, Production Manager, Publicity Director, Chief Announcer, Musical Director, Farm Editor.....Jack Murphy
Chief Engineer.....Vern Hassett

KGIL

SHERMAN OAKS—EST. 1947

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By....San Fernando Valley Bcstg. Co.
Business Address.....4919 Van Nuys Blvd.
Phone Number.....State 4-6291
Studio Addresses..4919 Van Nuys Blvd., Sherman Oaks; 14808 Lassen St., San Fernando, Calif.
Transmitter Location....14808 Lassen St., San Fernando, Calif.
Air Time.....6 a.m.12 M.
News Service .....UP
Transcription Service.....Capitol, Standard
Membership .....NAB
President-General Manager....J. G. Paltridge
Program Director.....Bob Seal
Chief Announcer.....Jim Powell

KGDM

STOCKTON—EST. 1926

CBS

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....E. F. Peffer
Business-Studio Address....519 E. Market St.
Phone Number 4-4551
Transmitter Location...Highway 99, 3 mi. from Stockton
Air Time.....6 a.m.-12 M.
News Service .....INS
Transcription Service .....World
Representative .....John Blair
Membership .....NAB
President-Owner, General Manager.....E. F. Peffer
Station Manager.....E. Smith
Commercial Manager, Chief Announcer .....Bill Hill
Sales Promotion-Production Manager .....B. Lange
Program Director.....Velma Swan
Publicity Director.....E. Smith
Musical Director.....Lillian Best
Chief Engineer.....Bey Green
Farm Editor.....Cliff Hagen

KSTN (CP)

STOCKTON

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By....San Joaquin Bcstg. Co.
Business Address.....311 California St., San Francisco
Partners.....A. Dwight Newton, W. H. Wood, A. John Anton, Charles F. Green

KWG

STOCKTON—EST. 1921

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Address.....Hotel Wolf
Phone Number 5-5728
Studio Addresses....Hotel Wolf, also Weber and E Sts.
Transmitter Location.....Weber and E Sts.
Air Time.....6 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service.....AP, UP
Transcription Service....Capitol, MacGregor, SESAC
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Howard L. Bailey
Program Director.....James E. Longe
Publicity Director.....Gail K. Mayers
Chief Engineer.....Russell Bennett
Farm Editor.....John Mackenzie

KXOB

STOCKTON—EST. 1947

MBS—DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address....2013 Pacific Ave.
Phone Number 5-5896
Transmitter Location.....Beyer Lane
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative....Adam Young, Jr., Western Radio Adv., Inc.
Membership .....NAB
President .....Lincoln Dellar
Station-Commercial Manager..Herb Ferguson
Program Director.....Earle Russell
Chief Technician.....Walt Berger

KSUH (CP)

SUSANVILLE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Hollowell & McKahan
News Service .....UP

KTKR (CP)

TAFT

Frequency: 1310 Kc.....Power: 500 Watts d.
Owned-Operated By.....Taft Bcstg. Co.
Business Address.....Box 125 Rt. 2, Visalia
Partners....Kenneth Aitken, Geo. J. Tschumy

KCOK

TULARE—EST. 1945

MBS—DON LEE—CALIFORNIA "A" GROUP

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Herman Anderson
Business Address.....P. O. Box 119
Phone Number 800-1
Transmitter-Studio Location.....Mooney Blvd.
Air Time.....5 a.m.-12 M.
News Service .....UP
Transcription Service.....Associated, SESAC
Representative..Adam J. Young, Jr., Western Radio Adv., Inc.
Membership .....NAB, BMB
President-Owner .....Herman Anderson
General Manager.....Sheldon Anderson
Station-Commercial-Sales Promotion Manager.....Richard A. Wegener
Program Director, Production Manager, Farm Editor.....Joe C. Drilling, Jr.
Publicity Director.....Wanda Woods
Chief Announcer.....Paul Freiman
Musical Director.....Paul Salvo
Chief Engineer.....James Morrison

KUKH (CP)

UKIAH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Wm. Edwin Richardson

KGYW

VALLEJO—EST. 1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Operated By.....California-Nevada Bcstg. Co.
Business-Studio Address.....141 Highway 29
Phone Number.....Vallejo 3-5667
Transmitter Location.....141 Highway 29
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Tracy Moore
General-Station Manager.....David McKay
Program Director.....Betty Barnum
Chief Engineer.....Kenneth Owen
News Editor.....Jack Borges

KVEN (CP)

VENTURA

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.

KVVC (CP)

VENTURA

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Operated By....Voice of Ventura Co.
Business Address.....Ventura Hotel

Phone Number 6185
News Service .....AP
Transcription Service....Thesaurus, Standard, SESAC
Representative ..... Grant
President.....William H. Haupt
V. P. & General Mgr.....John W. Swallow
V. P., Commercial Mgr., Promotion Mgr. Alan LaVine
Program Director.....Aubrey Dson
Chief Announcer.....Aubrey Dson
Chief Engineer.....William Pickering

KKIN

VISALIA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KKIN, Inc.
Address.....119 E. Acequia St.
Phone Number 456
Transcription Location..One mile N. of Visalia
Time on the Air.....6:00 a.m. to 12 midnight
News Service .....UP
Transcription Service..Capitol, C. P. McGregor, Standard
Representative.....Forjoe & Co.
President-Owner.....D. O. Kinnie
Gen.-Commercial Mgr.....Stanley S. Simpson
Program Director.....Lyman Patterson
Program Manager.....George Flansburg
Chief Engineer.....Kenneth Aitken

KTKC

VISALIA—EST. 1937

ABC

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Tulare-Kings Counties Radio Associates
Business Address.....Box 511
Phone Number 575-6
Transmitter-Studio Location....1¾ mi. SW of Visalia
Air Time.....5:45 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-World, World
Representative.....Wm. Rambeau Co.
Membership .....NAB, BMB
General-Station Manager....Charles P. Scott
Commercial Manager.....Millard Kibbe
Sales Promotion Manager.....Jean Banks
Program Director, Production Manager .....George Lindsay
Publicity Director.....Chas. Niete
Chief Announcer.....Ben Ott
Chief Engineer.....Herbert Stratton
Farm Editor.....John Daniels

KHUB

WATSONVILLE—EST. 1937

UNITED PACIFIC NET.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Luther E. Gibson
Business-Studio Address.....Atkinson Lane
Phone Number 1700
Transmitter Location.....Atkinson Lane
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative.....W. S. Grant
Membership .....NAB
President-Owner.....Luther E. Gibson
General Manager.....Roger R. Hunt
Sales Manager.....Allan L. Berg
Program Director.....Don DeWald
Chief Engineer.....Rod Richards

CALL LETTERS TO BE ASSIGNED (C.P.)

WOODLAND

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Yolo Bcstg. Co.
Partners.....T. E. Brown, Neal Chalmer

KSYC

YREKA—EST. 1947

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Siskiyou County Bcstg. Co.
Business Address.....P. O. 597
Phone Number 624
Transmitter-Studio Location..Lawrence Lane & South Oregon St.
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Keystone, World
Membership .....NAB, BMB
President.....E. G. Millbourn
General Manager.....Holt Wardrip
Station-Commercial-Sales Promotion Manager, Publicity Director, Chief Engineer.....Jack R. Wagner
Program Director, Production Manager .....Jack Matranga
Chief Announcer, Musical Director .....Jack Mitchell
Chief Operator.....Carl Arndt

KUBA (CP)

YUBA CITY

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By..Peach Bowl Broadcasters
Partners.....Beverly B. Ballard, Dewey Allread, Jr., Clyde L. Goodnight, Raymond F. Linn, Chester V. Ullom.

COLORADO

Estimated Population 1,159,000—% Increase +3.2—Radio Homes 298,501
Farms with Radios 390,956—Stations in State 30

KGIW

ALAMOSA—EST. 1929

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Address .....Alamosa
Phone Number 26
Air Time.....7:00 a.m. to 9:30 p.m.
News Service .....UP
Pres.-General Mgr.....E. L. Allen
Comm. Mgr., Program Dir.....Lloyd Allen
Chief Engineer.....George H. Kettle

KBOL

BOULDER—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Boulder Radio KBOL, Inc.
Business-Studio Address.....1617 Pearl
Phone Number 1490
Transmitter Location.....29th & Pearl
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Membership .....NAB
P.esident-Owner or Chief Executive .....Herb Hollister
General-Station Manager.....Jack Todd
Sales Manager.....Russel Shaffer
Program Director.....Ros Roulston
Chief Engineer.....Blair E. Dobbins

KRLN

CANON CITY—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Royal Gorge Bcstrs, Inc.
Business-Studio Address....1615 Central Ave.
Phone Number 1100
Transmitter Location....1615 Central Avenue, Canon City, Colorado
Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service.....Cole, BMI
Representative .....Homer Griffith
President, General-Station-Sales Manager .....Raymond M. Beckner
Program Director, Production Manager, Musical Director.....G. C. Underhill
Chief Engineer.....John L. Antic
Farm Editor.....R. M. Beckner

KCSM (CP)

COLORADO SPRINGS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James L. Frank
Business Address..155 E. 48th St., N. Y., N. Y.

KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Studio Address.....118 N. Cascade Ave., Alta Vista Hotel
Phone Number.....Main 1125
Transmitter Location.....Cascade & Kiowa
Air Time.....6 a.m.-12 M., 8 a.m.-12 M. Sun.
News Service .....AP
Transcription Service..Standard, Lang-Worth, Cole
Representative .....Homer Griffith
Membership .....NAB
President, General-Station Manager.....Joseph H. Rohrer
Commercial-Sales Promotion Manager, Publicity Director.....Cecil Seavey
Program Director.....Beth Forcum
Production Manager.....Ed Lewis
Chief Announcer.....Ed Lewis
Musical Director.....Jean Gitz
Chief Engineer.....Joseph H. Rohrer
Farm Editor.....Bill Totten

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Out West Bcstg. Co.
Business-Studio Address....800 Exchange National Bank Bldg.
Phone Number.....Main 278
Transmitter Location.....2803 E. Platte Ave.
Air Time.....6:30 a.m.-11:30 p.m., 6:30 a.m.-12 M., Sat.
News Service .....AP
Transcription Service .....World
Representative.....The Katz Agency
President.....E. K. Gaylord
Station Manager.....Everett Shupe
Program Director, Farm Editor.....Conrad M. Brown
Chief Engineer.....H. Cozine Strang

KRAI (CP)

CRAIG

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Newel S. Cahoon

CALL LETTERS TO BE ASSIGNED
(C.P.)
DENVER

Frequency 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Landon Bcstg. Co.
Owner .....Alf M. Landon

KFEL
DENVER—EST. 1923
MBS

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By..Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....ALpine 4681
Transmitter Location.....5350 W. 20th St.
Air Time.....24 hrs. daily
News Service.....AP, INS
Transcription Service....Standard, Associated, Cole, SESAC
Representative .....John Blair
Membership .....NAB
President-Owner, General Manager .....Gene O'Fallon
Station Director.....Frank Bishop
Commercial Manager.....Mark Crandall
Sales Promotion Manager, Publicity Director .....Leo Fremont
Program Director, Production Manager, Musical Director.....Paul Godt
Chief Announcer.....Norman Teska
Chief Engineer.....Tom G. Morrissey
Farm Editor.....Gus Swanson

KLZ
DENVER—EST. 1922
CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Bcstg. Co.
Business-Studio Address..Shirley-Savoy Hotel
Phone Number.....Main 4271
Transmitter Location.....Englewood, Colo.
Air Time.....6 a.m.-12:15 a.m.
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative.....The Katz Agency
Membership .....NAB, BMB
President.....E. K. Gaylord
General Manager.....Edgar T. Bell
Station Manager.....Hugh B. Terry
Sales or Commercial Mgr.....R. Main Morris
Promotion Manager.....Lee Fondren
Program Director, Production Manager .....Charles Roberts
Musical Director.....Lester Weelans
Chief Engineer.....Harvey Wehrman
Farm Editor.....Lowell Watts

Ask A John Blair Man!

HE CAN OFFER YOU SPOTS IN LOCALLY-PRODUCED PROGRAMS LIKE THESE ON KFEL IN DENVER

"Welcome Ladies"
11:15 a.m. to 12 noon
MONDAY THRU FRIDAY

"The RAY PERKINS SHOW"
2:30 - 4:30 p.m.
MON. thru SAT.

Rush Hughes
"SONG AND DANCE PARADE"
6:00 - 6:30 p.m.
MONDAY THRU FRIDAY

KFEL MUTUAL DIAL 950
Denver's Only All-Night Station

MANAGED BY GENE O'FALLON SINCE 1923 • REPRESENTED BY BLAIR SINCE 1937

KMYR

DENVER—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Business-Studio Address.....1626 Stout St.
Phone Number.....MAin 4161
Transmitter Location.....1626 Stout Street
Air Time.....6 a.m.-1:30 a.m.
News Service.....AP, UP
Transcription Service....Lang-Worth, Capitol, Cole
Representative.....Wm. G. Rambeau
Membership .....NAB
President-General Manager.....F. W. Meyer
Secretary-Treasurer-Station Manager.....A. G. Meyer
Station Director.....E. H. Meyer
Program Director.....Dolores Plested
Production Manager.....Lowell Switzer
Chief Announcer.....Bill Butterfield
Musical Director.....Wilma Lundy
Chief Engineer.....Glenn James
News Editor.....William Glines

KOA

DENVER—EST. 1924

NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By...National Bcstg. Co., Inc.
Business-Studio Address..1625 California St.
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colo.
Air Time.....5:30 a.m.-12 M., 6:30 a.m.-12 M. Sun.
News Service.....AP, INS, UP
Transcription Service..Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President .....Niles Trammell
General-Station Manager.....Lloyd E. Yoder
Commercial Manager...James R. MacPherson
Sales Promotion Manager....Randolph Smith
Program Director.....Clarence Moore
Production Manager.....Earle C. Ferguson
Publicity Director.....Donald E. Allen
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen
Farm Editor.....Harley Renollet

KVOD

DENVER—EST. 1925

ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Address....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location...53rd & Pecos (North of Denver)
Air Time.....18½ hrs.
News Service .....UP
Transcription Service.....Lang-Worth, Cole, Associated
Representative.....Free & Peters
Membership .....NAB
President.....Wm. D. Pyle
Station Manager.....T. C. Ekrem
Sales Promotion Manager.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Chief Engineers.....W. D. Pyle, T. C. Ekrem
Farm Editor.....Leslie Stark

KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....San Juan Bcstg. Co., Inc.
Business-Studio Address.....2800 Main Ave.
Phone Number 117
Transmitter Location.....2800 Main Ave.
Air Time.....15 hrs. daily, Mon.-Sat.
News Service .....UP
Transcription Service.....Capitol, Cole
Representative .....Homer Griffith
Membership .....BMB
General-Station Manager.....John A. Griffin
Program Director.....Ande Banner
Production Manager.....Jim Laramore
Chief Announcer.....Don Hoover
Chief Engineer.....Russell A. Walz

KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Northern Colorado Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone Number 2600
Transmitter Location.....1600 La Porte Ave.
Air Time...6 a.m.-12 M., Mon.-Sat., 7:30 a.m.-12 M. Sun.
News Service .....AP
Transcription Service .....Standard
Representative .....Homer Griffith
Membership .....NAB, BMB
President, General-Station Manager.....Douglas D. Kahle
Commercial-Sales Promotion Manager .....Dave Schlothauer
Program-Publicity Director.....Jack Hitchcock
Production Manager, Musical Director .....Harry Parkinson
Chief Engineer.....Harold Austin
Farm Editor.....Max Brown

KEXO (CP)

GRAND JUNCTION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Voice of Western Colo.
Business Address.....2208 North Ave.
News Service .....UP
Transcription Service..Capitol, Cole, Thesaurus
President.....D. Spencer Grow
Gen. Mgr., Comm. Mgr.....Abbott Tessman
Program Director.....Bob Collins

KFXJ

GRAND JUNCTION—EST. 1926

MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d; 500 Watts n.
Owned-Operated By....Western Slope Bcstg. Co.
Business-Studio Address.....Hillcrest Manor
Phone Number.....Grand Junction 1300-1301
Transmitter Location.....Hillcrest Manor
Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service..Standard, SESAC, Cole, Lang-Worth
Representative....Hal Holman; Homer Griffith
Membership .....NAB, BMB
President, General-Station Manager .....Rex Howell
Auditor .....Chas. Howell
Sales Promotion Manager.....Helen Rose
Traffic-Publicity Director...Rosa Lee Samuels
Production Manager, Chief Announcer .....Jack Lund
Chief Engineer.....Chas. Hay

KFKA

GREELEY—EST. 1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Mid-Western Radio Corp.
Operated By.....Radio Station KFKA
Business-Studio Address.....620—8th Ave.
Phone Number 450
Transmitter Location.....Highway 85, N. of Greeley
Air Time. .....Shares Time
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative.....Thomas F. Clark
President, General Manager.....Francis Price
Program Director.....Robert W. Jones
Chief Announcer.....Keneth Perry
Chief Engineer.....Harry P. Brewer
Farm Editor.....Carl Jordan

KOKO

LA JUNTA—EST. 1937

KBS
SOUTHERN COLORADO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Southwest Bcstg. Co.
Business Address.....P. O. Box 225
Transmitter Location....4 miles W. of La Junta on U. S. Highway No. 50
Air Time.....7:15 a.m. to 3:00 p.m.; 5:30 p.m. to 10:00 p.m.
Phone Number 42
News Service.....UP

KLMR (CP)

LAMAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Southeast Colorado Bcstg. Co.
Business Address.....North Santa Fe Trail
Phone Number 804
President.....Ralph E. Eaton
Vice President.....W. R. Henry
Secy.-Treas.-Mgr.....L. K. Christolear
Program Director.....Robert L. McGrath

KUBC

MONTROSE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Uncompahgre Bcstg. Co.
Business Address.....P. O. Box 179
Phone Number 199
News Service .....UP
Transcription Service..Thesaurus, Capitol, Cole
General Manager.....D. E. Towne
Asst. Mgr. .....Douglas Gary
Commercial Manager.....M. A. Davey
Program Director.....Henry M. Long
Chief Engineer.....Craig M. Wills

KADP (CP)

PUEBLO

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Alva B. Adams
Business Address.....102 W. Orman Ave.

KCSJ

PUEBLO—EST. 1947

MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.

Business-Studio Address.....211 West 5th St.
Phone Number 8521
Transmitter Location.....E. of Rountail River
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President.....Frank S. Hoag, Jr.
General Manager.....Dale W. Scott
Commercial Manager.....James E. Cobb
Continuity Director.....Roy Borden
Chief Announcer.....Guss King Babb
Musical Director.....Lee Wilson
Chief Engineer.....Harry Mason

KDZA (CP)

PUEBLO

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Business Address.....522 N. Center St., Colorado Spring

KGHF

PUEBLO—EST. 1928

ABC

Frequency: 1350 Kc....Power: 1000 Watts d. 500 Watts n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Business-Studio Address.....304 N. Main St.
Phone Number 3877
Transmitter Location...Lake & Maryland Aves.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Gifford Phillips
Station Manager.....Robert D. Ellis
Commercial Manager.....Kenneth Russell
Sales Promotion Manager, Publicity Director .....Howard Myers
Program Director, Farm Editor .....Clifford Hendrix
Chief Announcer.....William Bruce
Chief Engineer.....Willis Shanks

KROM (CP)

PUEBLO

Frequency: 930 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..Rockey Mount Bcstg. Co.
Business Address.....429 Thatcher Bldg.

KGEK

STERLING—EST. 1927

KBS

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Elmer G. Beehler
Address.....3rd & Beech Sts.
Phone Number 679
Transmitter Location.....Fleming Road
Air Time.....11:30 a.m. to 1:30 p.m.
News Service .....Transradio
Owner-Gen. Mgr.-Sta. Mgr....Elmer G. Beehler

KCRT

TRINIDAD—EST. 1946

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. L. Corley
Address.....South Country Club Drive
Phone Number 772
Transmitter Location.South Country Club Drive
Air Time.....7:00 a.m.-10:00 p.m.
News Service.....UP
Transcription Service....Standard, Lang-Worth
President-Gen. Mgr. Chief Engr.....H. L. Corley
Program Director.....Marguerit Spurr

KSFT

TRINIDAD—EST. 1946

MBS—COLORADO RADIO NETWORK

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Trinidad Bcstg. Corp.
Business-Studio Address...225 N. Commercial St.
Phone Number 414
Transmitter Location..1.9 mi. E. of Trinidad on Highway 350
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB, BMB
General Manager.....George H. Bowles
Station Manager.....John D. Reed
Program Director.....Mae Dene Ellis
Chief Announcer.....Ben Presser
Chief Engineer.....Lloyd L. Wilson
Farm Editor.....Harold G. Reed

KPHC (CP)

WALSENBURG

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Walsenberg Bcstg. Corp.
Business Address....10th St., 501 West Pueblo

CONNECTICUT

Estimated Population 2,020,000—% Increase +18.2—Radio Homes 502,375
Farms with Radios 20,436—Stations in State 24

WICC

BRIDGEPORT—EST. 1926

MBS—YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address..144 Golden Hill St.
Phone Number 6-1121
Transmitter Location.....Pleasure Beach
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service.AP, INS, Yankee Network News
Transcription Service....Standard, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
Chairman of the Board...John Shepard, 3rd
President-Owner .....William O'Neil
Station Manager.....Joseph T. Lopez
Sales Manager.....Norman Whittaker
Program Director....Florence Ballou Robinson
Chief Announcer.....Louis La Haye
Musical Director.....Rita A. Ertle
Chief Engineer.....George P. Keich

WLIZ

BRIDGEPORT—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Bridgeport Bcstg Co.
Business Address.....114 State St.
Phone Number 5-4144
Transmitter-Studio Location.....Cilco Terminal
Air Time.....6:45 a.m.-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President .....William Elliott
Executive V.P. .....Emanuel Slotnick
Sales Mgr.....Sol Robinson
Program Mgr.....Wallace Dunlap
Music Librarian.....Robert E. Dreier
Chief Engineer.....Cayford Holt
Sports Editor.....Manning Slater

WNAB

BRIDGEPORT—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....991 Broad St.
Phone Number 3-3112
Transmitter Location..Locomobile Pt., Seaside Pk.
Air Time.....17 hrs. daily; 15 hrs. Sun.
News Service .....UP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB
Owner .....Harold Thomas
General Manager.....Levon Thomas
Station Manager, Commercial Manager .....Torrence McGough
Sales Promotion-Production Manager, Publicity Director.....Harry Osborne
Program Director, Chief Announcer .....Jack Dahlby
Musical Director.....Marcia Robinson
Chief Engineer.....Harold Thomas

Call Letters To Be Assigned (C.P.)

BRISTOL

Owned-Operated By.....The Bristol Co.
President.....Dr. Benjamin Sachner

WLAD

DANBURY—EST. 1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business Address.....297 Main St.
Phone Number 8-0580
News Service .....UP
Transcription Service.....SESAC, World
Representative.....McGeehan and O'Mara
President-General Mgr.....John Deme
Commercial Manager.....J. Thomas Mathers
Program Director.....Jerry Arthur
Chief Engineer.....Robert V. Harris

WCCC

HARTFORD—EST. 1947

Frequency: 1290 Kc.....Power: 500 Watts
Owned-Operated By..Greater Hartford Bcstg., Inc.
Business Address.....Bond Hotel
Phone Number 5-6648
Transmitter Location.....South Quaker Lane, W. Hartford
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Associated
Representative.....Wm. G. Rambeau
President .....William Savitt
Secretary-Treasurer .....Max Savitt
General Manager.....Harry LeBrun
Program Director.....Walter Nielson
Traffic Manager.....Irene Dolin
Musical Director.....Barbara Nelson
Chief Engineer.....Howard Wessenberg

WDRC

HARTFORD—EST. 1922

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By..The Connecticut Bcstg Co.
Business-Studio Address.....750 Main St.
Phone Number 7-1188
Transmitter Location.....869 Blue Hills Ave., Bloomfield, Conn.
Air Time....6:15 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Franklin M. Doolittle
Station Manager.....Walter B. Haase
Commercial Manager.....William F. Malo
Program Manager.....Harvey H. Olson
Publicity Director.....Jack Zaiman
Chief Engineer.....Italo A. Martino

WONS

HARTFORD—EST. 1935

MBS—YANKEE NETWORK

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned By.....General Tire & Rubber Co.

WCCC
THE MUSIC STATION
WCCC
HARTFORD, CONN.
Hotel Bond
1290 DIAL 1290

Operated By.....The Yankee Network
Business-Studio Address.....54 Pratt St.
Phone Number 7-9131
Transmitter Location.....Newington, Conn.
Air Time..6 a.m.-1 a.m.; 7:45 a.m.-1 a.m. Sun.
News Service..INS, UP, Yankee Network News
Transcription Service....Standard, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President .....William O'Neil
Station Manager.....Robert Manby
Sales Manager.....Linus Travers
Program Director, Production Manager .....Ralph Klein
Musical Director.....Maurice Sechtman
Chief Engineer.....Rogers Holt

WTHT

HARTFORD—EST. 1936

ABC—CONN. STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Hartford Times, Inc.
Business-Studio Address.....555 Asylum St.
Phone Number 2-0237
Transmitter Location.....555 Asylum St.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Standard, Lang-Worth
Representative.....J. P. McKinney
Membership .....NAB, BMB
General Manager.....Glover De Laney
Sales Manager.....Leonard Schoenfeld
Program Director.....Elliott P. Miller
Publicity Director.....Sereno Gammell
Musical Director.....Charlotte Anderson
Technical Director.....Richard Blackburn

WTIC

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned By.....Travelers Bcstg. Service Corp.
Operated By....The Travelers Insurance Cos.
Business-Studio Address..26 Grove St., Hartford, Conn.
Phone Number 2-3181
Transmitter Location..Talcott Mt., Avon, Conn.
Air Time....5:25 a.m.-1 a.m.; 7:30 a.m.-1 a.m. Sun.
News Service.....AP, INS, Transradio
Transcription Service..Thesaurus, Lang-Worth
Representative .....Weed
Membership .....NAB, BMB
President-Owner.....Jesse W. Randall
Vice President & General Manager.....Paul W. Morency
Asst. Genl. Mgr. & Sales Manager .....Walter Johnson

Asst. Sales Mgr.....Irwin Cowper
Program Manager.....Leonard J. Patricelli
Asst. Program Mgr.....Paul Lucas
Production Manager.....George Bowe
Director Public Relations.....Bernard Mullins
Chief Announcer.....Philip Becker
Musical Directors.....Moshe Paranov, Rudy Martin
Plant Manager.....Herman Taylor
Farm Program Director.....Frank Atwood

WMMW

MERIDEN—EST. 1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co., Inc.
Business Address.....Palace Bldg.
Phone Number 2600
News Service .....AP
Transcription Service .....Thesaurus
President.....Carl A. Schultz
General Manager.....Gustav A. Kruttschnitt
Commercial Manager.....Carl W. Scgyktz
Program Director.....Bernard Morley
Technical Director.....James A. Iodice
Chief Engineer.....G. Langfelder

WKNB

NEW BRITAIN—EST. 1945

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Operated By..The New Britain Bcstg. Co.
Business-Studio Address.....213 Main St.
Phone Number 703
Transmitter Location.....Newington, Conn.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Capitol, World
Representative.....Adam J. Young
Membership .....NAB
President, General Manager.....Julian Gross
Station Manager.....L. H. Martineau
Commercial Manager.....Peter B. Kenney
Program Director.....David Scott
Chief Engineer.....W. R. Atkinson

WAVZ

NEW HAVEN—EST. 1947

CONN. INDEPENDENT BCSTRS.

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By..New Haven Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number 7-0171
Transmitter Location.....Foot of Thill St., W. Haven, Conn.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NAB
President.....Edward S. Minor
General Manager, Treas., Station Manager.....Lester C. Flood
Commercial Manager, Secty., Sales Promotion Manager....Murray L. Grossman
Program Director, Production Manager, Publicity Director....W. Richard Carlson, Jr.
Chief Announcer.....Peter Jamerson
Musical Director.....Bob Tyson
Chief Engineer.....Arthur M. Allen
Farm Editors....Peter Jamerson, Roy Norcross

WELI

NEW HAVEN—EST. 1935

ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number 8-1133
Transmitter Location....Benham St., Hamden, Conn.
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
President .....H. C. Wilder
General Manager.....Richard W. Davis
Commercial Manager....Edwin H. Schweitzer
Sales Promotion Manager, Publicity Director .....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

WNHC

NEW HAVEN—1944

CONN. STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number 8-0196
Transmitter Location.....Kimberly Ave.
Air Time.....7:05 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Wm. G. Rambeau
Membership .....BMB
President.....Patrick J. Good
General-Station Manager.....James T. Milne
Commercial Manager, Sales Promotion Manager .....Vince Callanan
Program Director, Production Manager.....David K. Harris
Publicity Director.....Louis Doolittle
Musical Director.....James Morgan
Chief Engineer.....Vinnie DeLaurentis
Farm Editor.....Mary DiFant

WNLC

NEW LONDON—EST. 1936

MBS—YANKEE-CONN. STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number 2-4365
Transmitter Location....Winthrop Pt., E. New London Conn.
Air Time.....17 hrs. daily
News Service .....AP
Membership .....BMB
Chief Owner.....Roderick L. Morey
General Manager.....Gerald J. Morey
Natl. Sales.....Edward F. Darrell
Local Sales.....Leo Keegan
Program Director, Production Manager, Musical Director .....Leslie Morson
Publicity Director.....Jane C. Cobb
Chief Announcer.....Leonard W. Stevens
Chief Engineer.....Walter J. Tucker, Jr.
Farm Editor.....Len Stevens

WNLK

NORWALK—EST. 1947

Frequency: 1350 Kc.....Power: 500 Watts
Owned-Operated By.....Norwalk Bcstg. Co.
Business-Studio Address....Main & Wall Sts.
Phone Number.....6-2542
Transmitter Location....Stuart Ave. & Benedict St.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service .....Associated
Membership ..... NAB
President-General Mgr.....Benjamin Ginzburg
Comm.-Sales Promotion Mgr....Jeremy Marcus
Program Director.....Milton Warren
News and Special Events Dir.....Thomas J. McNeil
Chief Engineer.....Thomas Lemmo

WNOC

NORWICH—EST. 1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Norwich Bcstg. Co.
Business-Studio Address.....91 Main St.
Phone Number 3325, 1679
Transmitter Location.....Lucas Pk. Rd.
Air Time.....6:45 a.m.-11 p.m.
News Service .....AP
Transcription .....World, SESAC
Representative.....William G. Rambeau
Membership .....NAB
Owner, General-Station-Commercial Manager.....H. Ross Perkins
Sales Promotion Manager....Joseph Goodrow
Program Director, Production Manager .....Paul Entress
Publicity Director.....Phil Reuben
Chief Announcer, Musical Director .....James Duncan
Chief Engineer.....John Benson

WSTC

STAMFORD—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Western Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number 4-7575
Transmitter Location.....Lindstrom Rd.
Air Time..6:30 a.m.-12 M.; 9 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....World
Representative .....Bertha Bannan
Membership .....NAB
President .....Kingsley Gillespie
General Manager.....Julian Schwartz
Sales Manager, Musical Director .....Wharton Ford
Program Director.....Fred Daiger
Chief Announcer.....Don Rustici
Chief Engineer.....Edward L. Markman

WSTC

STAMFORD, CONNECTICUT

Ask Anyone!

WLCR

TORRINGTON

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By....The Litchfield County Radio Corp.
Business-Studio Address.....23 Main St.
Phone Number 4173
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....J. Richard Dobbins
General-Station-Commercial-Sales Promotion Manager....Frederick E. Bieber
Program Director, Production Manager .....Hal Kosut
Chief Engineer.....Robert D. Corbett

WTOR

TORRINGTON

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Torrington Bcstg. Co.
Phone Number 4181
News Service .....INS
Transcription Service .....Capitol
President.....Joseph R. Schifini
General Manager.....James Parker
Commercial Manager.....Joseph X. O'Hara
Promotion Manager.....Gerardo T. Schifini
Program Director.....Richard C. Kilbourn
Chief Engineer.....Theodore W. Hitchcock

WATR

WATERBURY—EST. 1934

ABC—CONN. STATE NETWORK

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....71 Grand St.
Phone Number 3-5161
Transmitter Location.....Baldwin Ave.
Air Time.....7 a.m.-12 M.
News Service .....UP
Representative.....Wm. G. Rambeau
Membership .....NAB, BMB
Owner, General Manager.....Harold Thomas
Station-Commercial Manager.....S. R. Elman
Sales Promotion Manager, Publicity Director.....Wallace F. Gordon
Program Director, Production Manager, Chief Announcer.....Edmund Waller
Musical Director.....Edyth Sacco
Chief Engineer.....Harold Thomas

WBRY

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By....American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number 3-1125
Transmitter Location.....Boyden St.
Air Time.....6:55 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Gilman, Nicoll & Ruthman
Membership .....NAB, BMB
President-Owner.....W. J. Pape
General Manager.....James H. Darcey
Manager .....Eric Pape
Asst. Mgr.....Wilder J. Greeley
Commercial Manager.....Harry A. DeVorken
Promotion Manager.....J. Maxim Ryder
Program Manager.....W. O. Howard
Publicity Director.....E. Christy Erk
Chief Announcer.....Jim Parker
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

WWCO

WATERBURY—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Mattatuck Bcstg. Co.
Business-Studio Address....119 W. Main St.
Phone Number 4-5141
Transmitter Location.....Thomaston Ave.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
President, General-Station Manager .....Milton H. Meyers
Sales or Commercial Manager .....Mort Silverman
Sales Promotion Manager.....Herb Teller
Program Director, Production Manager .....Gene Vallon
Publicity Director.....James Randolph
Chief Announcer.....Al Vestro
Musical Director.....Howard Robinson
Chief Engineer.....Richard Sanderson

DELAWARE

Estimated Population 293,000—% Increase +9.9—Radio Homes 71,778
Farms with Radios 7,009—Stations in State 5

WDOV (CP)

DOVER

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....William C. Evans
Owner .....William C. Evans

WDEL

WILMINGTON—EST. 1922

NBC

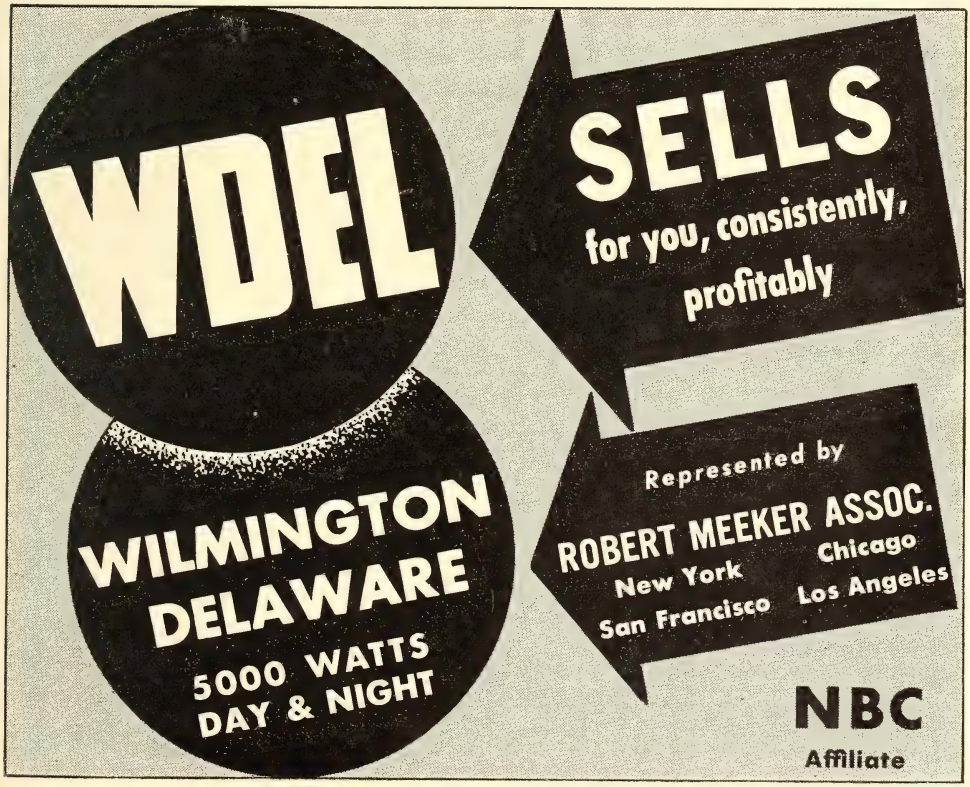
Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number 7268
Transmitter Location..35th St. & Bellevue Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....Robert Meeker Associates
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith
Chief Engineer.....J. E. Mathiot

WILM

WILMINGTON—EST. 1922

ABC—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number 4-7771
Transmitter Location.....35th & Bellefont
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB
President.....Alfred G. Hill
Vice Pres. & General
Manager.....Francis H. Brinkley



Program Director.....Frank Gallagher
Publicity Director.....William P. Frank
Chief Engineer.....Ed Kennedy

WARS

WILMINGTON—EST. 1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Wilmington Tri-State Bcstg. Co., Inc.
Business Address.....1225 Market Street
Phone Number.....Wilmington 4-8881
Studio Address ..... To Come
Transmitter Location..Mt. Cuba, Del.; Intersection of Mt. Cuba and Owl's Nest Rds.
Air Time.....6 a.m.-2 a.m.
News Service .....AP
Transcription Service...Lang-Worth, Standard
Membership .....NAB
President.....Frank S. Carrow
Vice President, General-Station Manager.....George L. Sutherland
Program Director.....Jack Gibbons
Production Manager.....Ralph Morgan
Publicity Director.....Bill O'Neil
Chief Engineer.....H. S. Clark

WTUX

WILMINGTON—EST. 1947

Frequency: 1290 Kc.....Power: 5000 Watts d.
Owned By.....Port Frere Bcstg. Co., Inc.
Operated By....Gordon MacIntosh; Howard Robinson
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Transmitter Location..Port Frere on Christiana River
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President.....Gordon K. MacIntosh
General-Production Manager, Publicity Director .....Howard Robinson
Station Manager, Program Director .....Robert L. Wilcox
Commercial-Sales Promotion Manager .....Sidney Schulman
Chief Announcer .....Fred Heckman
Chief Engineer.....Wayne Neuhaus
Farm Editor.....Don Ruggles

DELAWARE'S HOME OWNED AND OPERATED STATION COVERING DELAWARE AND ADJACENT AREAS OF MARYLAND AND NEW JERSEY •

1000 WATTS — DAY AND NIGHT

WARS

WILMINGTON, DELAWARE

★ 1380 K C ★

SERVING THE HIGHEST PER CAPITA INCOME AREA IN THE U. S. A.

WARS — FM
METROPOLITAN
CLASS B

GEORGE L. SUTHERLAND
VICE-PRESIDENT
GENERAL MANAGER

WILMINGTON TRI-STATE BROADCASTING CO., WILMINGTON 99, DEL.

DISTRICT OF COLUMBIA

Estimated Population 861,000—% Increase 29.8—Radio Homes 216,737
Farms with Radios 22—Stations in District 7

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WINX Bcstg. Co.
Address.....8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location.....8th & Eye Sts., N.W.
Air Time.....6:00 a.m.-1:00 a.m.; 7:00 a.m.-1:00 a.m. Sun.
News Service.....AP, UP
Transcription Service....Standard, Lang-Worth, Associated, World
Representative .....Headley-Reed Co.
Membership .....NAB, BMB
President.....Phillip L. Graham
Exec. V.P.-General Manager....John S. Hayes
Musical Director.....Geo. Creamer
Chief Engineer.....Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—EST. 1925

ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Business-Studio Address..724 14th St., N.W.
Phone Number.....NAtional 5400
Transmitter Location.....Green Tree Rd., Bethesda 14, Md.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President.....S. H. Kauffmann
General Manager.....K. H. Berkeley
Sales Manager.....Ben B. Baylor, Jr.
Program Director.....Gordon Hubbel
Publicity Director.....Tom Dolan
Chief Announcer.....Harold Stepler
Chief Engineer.....Daniel Hunter

WOL

WASHINGTON, D. C.—EST. 1924

MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By....Cowles Bcstg. System
Business-Studio Address.....Heurich Bldg., 1627 K St., N.W.
Phone Number.....Metropolitan 0010
Transmitter Location.....Brookville Rd., Silver Spring, Md.
Air Time.....18 hrs. daily; 17 hrs. Sun.
News Service.....AP, UP, Washington City News Service
Transcription Service..Lang-Worth, Associated
Representative.....The Katz Agency
Membership .....NAB, BMB
President-Owner.....Gardner Cowles
V.P. Cowles, General Manager WOL, Station Manager.....Commander T. A. M. Craven
Commercial Manager....Wililam D. Murdock
Sales Promotion Manager..John F. Hardesty
Program Director.....Roy Passman
Production Manager.....Nollis Seavey
Publicity Director.....Lou Brott
Chief Announcer.....Stephen McCormick
Musical Director.....Charles Keaton
Chief Engineer.....Harold Reed

WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Metropolitan Bcstg. Corp.
Business-Studio Address....2627 Conn. Ave., N.W.
Phone Number.....Columbia 6331
Transmitter Location....Lee & Wilson Blvd., Falls Church, Va.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative.....Wm. G. Rambeau
Membership .....NAB
President .....Morris Rodman
General-Station Manager....M. Robert Rogers
Sales Manager.....Perry Walders
Program-Musical Director..Pierson Underwood
Production Manager.....Richard Barr
Chief Engineer.....Robert Martin

WRC

WASHINGTON, D. C.—EST. 1923

NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address....724 14th St., N.W.
Phone Number.....Republic 4000
Transmitter Location.....Agers Rd., Hyattsville, Md.
Air Time..5:30 a.m.-1 a.m.; 7:30 a.m.-1 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard, Associated
Representative.....NBC Spot Sales
Membership .....NAB
Vice President (NBC).....Frank M. Russell
General Manager.....Carleton D. Smith
Sales Manager.....Mahlon A. Glascock
Promotion Manager.....Lorin S. Myers

Program Director.....George Y. Wheeler
Publicity Director.....Walter J. Royen
Musical Director.....Ludwig F. Balzer
Chief Engineer.....A. E. Johnson

WWDC

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts (250 Watts Booster)
Owned Operated By.....Capital Bcstg. Co.
Business Studio Address....1000 Conn. Ave., N.W.
Phone Number.....NAtional 7203
Main Transmitter.....61 Pierce St., N.E.; Booster: Lanier Dr., Silver Spring, Md.
Air Time.....24 hrs. daily
News Service..AP, UP, Washington City News Service
Transcription Service.....Capitol, Standard, Thesaurus
Representative .....Forjoe
Membership .....NAB, FMA
President .....Joseph Katz
General Manager.....Ben Strouse
Sales Manager.....Helen K. Mobberley
Sales Promotion Manager.....Herman Paris
Program Director.....Norman Reed
Special Events Director.....Ira Walsh
Publicity Director.....Rick LaFalce
Chief Engineer.....Ross H. Beville

WTOP

WASHINGTON, D. C.—EST. 1928

CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business Address.....485 Madison Avenue, New York 22, N. Y.
Phone Numbers....(N. Y.) Wickersham 2-2000 (Wash.) Metropolitan 3200
Studio Address.....WTOP, Warner Bldg., Washington 4, D. C.
Transmitter Location.....Wheaton, Md.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, BMI, ASCAP
Representative .....Richard Linkroum
Membership .....NAB, BMB
President (CBS).....Dr. Frank Stanton
General Mgr.....Maurice B. Mitchell
Station Mgr.....Carl J. Burkland
Sales Promotion Manager.....Cody Pfanstiehl
Sales Mgr.....Richard Linkroum
Chief Engineer.....Clyde Hunt
Farm Editor (CBS).....Don Lerch

WWDC

20,000 Watts FM

Yes, W-W-D-C was a pioneer in Washington AM programming. Now it's the powerful FM pioneer. To cover Washington, it's smart to use W-W-D-C 1450 on the regular dial . . . 101.1 on the FM dial.

For Prestige . . .

AP

Membership!

FLORIDA

Estimated Population 2,394,000—% Increase 26.2—Radio Homes 521,651
Farms with Radios 33,871—Stations in State 66

WSWN

BELLE GLADE—EST. 1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 355
Phone Number 155
News Service .....UP
Transcription Service .....World
President-General Mgr.....Tom Watson, Jr.
Commercial Manager.....Mary Foy
Program Director.....George Peters
Chief Engineer.....C. S. Clemans

WDHL

BRADENTON—EST. 1947

KBS

Frequency: 1480 Kc.....Power: 250 Watts
Owned-Operated By..Manatee Bcstg. Co., Inc.
Address.....Municipal Pier
Phone Number 35561
Transmitter Location.....Municipal Pier
Air Time.....7:00 a.m.-10:30 p.m.
News Service .....AP
Transcription Service.....Cole, Standard
President-General Mgr.....Lou Jackobson
Commercial Manager.....Jim Shilliday
Program Director.....Eileen Jackson
Chief Engineer.....Arthur Betts
Promotion Manager.....Dean Fleischman

WCLE

CLEARWATER—EST. 1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned By.....Clearwater Bcstg. Co., Inc.
Operated By.....Houston Cox, Jr.
Business Address.....Box 1139
Phone Number 2573
Studio Address.....Whitcomb Building, Cleveland St.
Transmitter Location..Taylor Ave., Largo, Fla.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NAB
President, General-Station-Sales Manager.....Houston Cox, Jr.
Sales Promotion Manager.....Drew Shankle
Program Director, Production Manager, Publicity Director, Chief Announcer....Bill Steis
Musical Director.....Saul Rosenzweig
Chief Engineer.....Harold Legg
Farm Editor.....Bob Weatherly

WBAY

CORAL GABLES—EST. 1947

ORANGE STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Atlantic Shores Bcstg., Ltd.
Business-Studio Address.....322 Aragon
Phone Number 48-65-71
Transmitter Location..1505 S.W. 32nd Ave., Miami, Fla.
Air Time..24 hrs. daily (off for maintenance 11 p.m. Sun. to 7 a.m. Mon.)
News Service .....UP
Transcription Service...Associated, Standard, Cole
Representative.....Joseph Hershey McGillvra
Partnership....James Brown, Ronald Johnson, Bert Graulich, Elbert Griffis
General-Station Manager.....James Brown
Commercial-Sales Promotion Manager, Publicity Director.....Robert Standart
Program Director, Production Manager, Chief Announcer .....Bert Graulich
Musical Director.....Mary Jean Williams
Chief Engineer.....Walt E. Kinney

WVCG

CORAL GABLES—EST. 1947

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....223 Aragon Ave.
News Service .....AP
Transcription Service.....Associated
Representative ..... Forjoe
President-General Mgr.....George W. Thorpe
Program Director.....Edward S. Gaylor
Chief Engineer.....Edward M. Vickers

WCNU (CP)

CRESTVIEW

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shore Bcstg. Co.
Partners .....Cyrl Reddock, L. Burson Whittington

WMFJ

DAYTONA BEACH—EST. 1935

ABC—FLA. AMERICAN GROUP

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number 91
Transmitter Location...126½ Magnolia Ave.
Air Time .....Unlimited

News Service .....INS
Transcription Service..Thesaurus, Lang-Worth
Representative....Joseph Hershey McGillvra
Membership .....NAB, BMB
Owner .....W. Wright Esch
General Manager.....A. B. Esch
Station Manager.....Ray Clancy
Commercial Manager.....John Pitts
Traffic Manager.....Jackie Seymour
News Editor.....Larry Roller
Publicity Director.....Floyd Dillingham
Chief Announcer.....Skeets Wolfe
Musical Director.....Ed. Oversby
Chief Engineer.....Webster Ellenwood

WNDB

DAYTONA BEACH—EST. 1947

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address...128 Orange Ave.
Phone Number 3601
Transmitter Location.....Holly Hill, Fla.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, World
Membership .....NAB
President .....Julius Davidson
Station Manager.....Jerry Stone
Sales-Comm. Mgr.....John Cummings
Program Director, Production Manager .....Carl Bensen
Publicity Director.....Lilliane R. Davidson
Chief Announcer.....Ralph Montgomery
Chief Engineer.....Fred F. Moore

WROD

DAYTONA BEACH—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Business Address.....Box 3777
Studio-Transmitter Address..Wilder Blvd. & S. Beach St.
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative.....John E. Pearson
Membership .....NAB
President, General-Station Manager.....E. J. Sperry
Commercial Manager.....R. Y. Huffman
Program-Musical Director.....Earle Young
Chief Engineer.....F. A. Scott

A Must for Florida
WNDB
1000 WATTS
AND
WNDB·FM
FLORIDA'S FIRST FULL-TIME FM STATION
THE NEWS-JOURNAL STATIONS
DAYTONA BEACH, FLA.

WEUS (CP)

EUSTIS

Frequency: 790 Kc.....Power 1000 Watts
Owned-Operated By.....Lake County Bcstgrs
Business Address.....32 Magnolia Ave.
Phone Number 85
News Service .....AP
Transcription Service.....Standard
President .....Frank W. Stebbins
Gen. Mgr.-Comm. Mgr.....J. L. Brownell Sr.
Program Director.....J. L. Brownell Jr.
Chief Engineer.....Martin C. Kirkland

Call Letters To Be Assigned (C.P.)

FT. LAUDERDALE

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By....Southland Bcstg. Corp.
Business Address.....Box 777, Fort Pierce

WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Lauderdale Broadcasting Co.
Address.....305 S. Adams St.
Phone Number 3890
Transmitter Location.....S.E 15th St. at Inland Waterway
Air Time.....6:45 a.m.-1:00 a.m.
News Service .....UP
Transcription Service .....Associated

WINK

FT. MYERS—EST. 1940

CBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....WINK Bldg., 54 E. First St.
Phone Number 818
Transmitter Location.....Wink Bldg., 54 E. First St.
Air Time...6:30 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service .....AP
Transcription Service.....Associated
Membership .....BMB
Owners.....Arthur McBride, Daniel Sherby
General-Station-Commercial-Sales Promotion Manager.....George T. Case
Program Director, Production Manager, Publicity Director.....Marilu Case
Chief Announcer.....Fred Alland
Musical Director.....A. J. Bauer
Chief Engineer.....A. J. Bauer
Farm Editor.....Wm. Ferguson
Traffic Director.....Betty Whitfield

WIRA

FORT PIERCE—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg Co.
Business Address.....Box 507
Phone Number.....870
Transmitter-Studio Location....Orchard Blvd.
Air Time.....16½ Hrs. Daily
News Service.....UP
Transcription Service.....Standard
Representative.....John E. Pearson
Membership .....NAB
President-General-Station-Commercial Manager.....Douglas Silver
Sales Promotion Manager-Publicity Director.....Marjorie B. Silver
Program Director-Production Manager-Chief Announcer.....John Sadler, Jr.
Musical Director.....Roger Wood
Chief Engineer.....James Sowinski
Farm Editor.....Douglas Silver

WGGG

GAINESVILLE—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alachua County Broadcasting Co.
Business Address.....1230 Waldo Rd.
Phone Number 1230
News Service .....AP
Transcription Service.....Associated, Capitol
President-General Mgr.....R. M. Chamberlin
Commercial Manager.....Gordon K. Hemby
Program Director.....Guy Hamilton
Chief Engineer.....Clinton E. Wills

WRUF

GAINESVILLE—EST. 1928

MBS-FLA. ASSN. OF BRCSTRS.

Frequency: 850 Kc.....Power: 5000 Watts Day: 100 Night
Owned By.....State of Fla.
Operated By.....Univ. of Fla.
Business Address.....Campus, Univ. of Fla.
Phone Number.....2000, Ext. 267
Studio Address.....Univ. of Fla.
Transmitter Location....Campus, Univ. of Fla.
Air Time.....18 hrs. daily; 17 hrs. Sun.
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Burn-Smith
Membership .....NAB, BMB
Station Manager-Director..Maj. Garland Powell
Commercial Manager.....Paul Acosta
Production Manager.....John Sever
Chief Announcer.....Toulmin Gaines
Musical Director.....Helen Edwards
Chief Operator.....Duane F. McConnell
Farm Editor.....Clyde Beale

WINZ

HOLLYWOOD—EST. 1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Operated By.Hollywood Bcstg. Co., Inc.
Address.....Gt. Southern Hotel, Hollywood or Cadillac Hotel, Miami Beach, Fla.
Phone .....Miami 5-3191
Transmitter Location....Sunny Isles, N. Miami Beach, Fla.
Air Time.....6:00 a.m.-6:00 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Membership ..... NAB
President .....Jonas Weiland
General, Comm. Mgr.....Wells F. Bruen
Program Director.....Joseph Kerns
Chief Engineer.....Sy Schankman

WJAX

JACKSONVILLE—EST. 1925

NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number.....4-1990
Transmitter Location.....Hyde Park

WJAX
JACKSONVILLE, FLORIDA
•
THE MUNICIPAL BROADCASTING STATION
NBC
•
930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 4-1681
Representatives
John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

Air Time.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service...Thesaurus, Associated
Representative.John Blair; Harry E. Cummings
Membership .....BMB
Com. in Charge.....Thomas C. Imerson
Station Mgr.-Chief Engrr...John T. Hopkins III
Program Director.....Evelyn Boote
Production Manager.....J. W. Douglass
Musical Director.....Frank Morris

WIVY (CP)

JACKSONVILLE

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By..Denton and Jones Bcstrs.
Business Address....602 Grand Bldg., Macon
Partners.....Frank L. Denton, L. Frank Jones

WJHP

JACKSONVILLE—EST. 1940

MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....The Metropolis Co.
Business-Studio Address.....500 Laura St.
Phone Number 4-7711
Transmitter Location.....Lane Ave. Annex & Lake Shore Blvd.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated, SESAC
Representative .....John H. Perry
President-Owner.....John H. Perry
General Station Manager.....C. Speed Veal
Program Director.....Howard Nelson
Chief Engineer.....Beecher Hayford

WMBR

JACKSONVILLE—EST. 1927

CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Florida Bcstg. Co.
Business-Studio Address.....605 Main St. S., P.O. Box 5187
Phone Number.....9-4477
Transmitter Location..Lane Rd. & Stewart Ave.
Air Time.....6 a.m.-1:05 a.m.
News Service .....UP
Transcription Service.....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
President-General Manager.....Frank King
Commercial Manager.....Glenn Marshall, Jr.
Sales Promotion Manager.....Carroll Gardner
Program Director.....Charlie Stone
Production Manager.....Roger Van Duzer
Publicity Director.....Ted Chapeau
Chief Announcer.....Stan Trout

Musical Director.....Roger Van Duzer
Chief Engineer.....E. B. Vordermark

WOVS (CP)

JACKSONVILLE

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Southern Radio and Equipment Co.
Business Address..Barnett National Bank Bldg.
President.....J. R. Sharp
Vice President.....K. H. Anderson

WPDQ

JACKSONVILLE—EST. 1942

ABC-FLA.-AMERICAN GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonvil'e Brcstg. Corp.
Business-Studio Address.....Gulf Life Bldg.
Phone Number.....4-4421
Transmitter Location...7 Mi. W. on Lenox Ave.
Air Time.....6 a.m.-12 M., 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....The Katz Agency
Membership .....NAB, BMB
President.....James R. Stockton
General Station Manager....Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Program Director.....Bernie Adams
Publicity Director.....Lillian Nunn
Musical Director.....Paul Clinton
Chief Engineer.....J. R. Donovan

WJVB

JACKSONVILLE BEACH—EST. 1947

KBS

Frequency: 1010 Kc.....Power: 250 Watts
Owned-Operated By.....Jacksonville Beach Broadcasting Co.
Business Address....200 Block 1st Ave. North

WKWF

KEY WEST—EST. 1945

MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P.O. Box 891
Phone Number.....510
Transmitter-Studio Location.....Stock Island
Air Time.....7 a.m.-12:30 a.m.
News Service.....UP
Transcription Service..... Thesaurus
Representative.....The Walker Co.
Membership.....NAB, BMB
President-Owner, General-Station-Commercial Manager, Program Director
John M. Spottswood
Chief Engineer.....Homer M. Harris
News Editor.....Jimmy Calloway

WDSR

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Deep South Radioways
Business-Studio Address.....126 N. Marion St.
Phone Number.....525
Transmitter Location..1 Mi. S. of Lake City on U.S. No. 41
Air Time.....5 a.m.-10:05 p.m.
News Service.....AP
Transcription Service.....World, Cole
Membership .....NAB
President-Gen.-Station Mgr...Alfred H. Temple
Commercial-Sales Promotion Manager, Program Director .....Thomas M. Colton
Chief Engineer.....H. B. Greene
Farm Editor.....Owen W. Parnacott

WLAK

LAKELAND—EST. 1936

NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Lakeland Brcstg. Co.
Business-Studio Address.....P.O. Box 1211
1412 E. Lime St.
Phone Number 2127
Transmitter Location.....1412 E. Lime St.
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service .....NBC
Representative.....John E. Pearson
Membership .....NAB, BMB
President-General-Sales Promotion Manager-Publicity Director.....S. O. Ward
Station Manager-Program Director-Production Manager .....William A. Reeves
Commercial Manager.....Powell Adams
Chief Announcer.....William P. Lee
Chief Engineer.....William P. Lee

WEAT

LAKE WORTH—EST. 1948

NBC

Frequency 1490 Kc.....Power: 250 Watts
Owned-Operated By..Lake Worth Bcstg. Corp.
Business Address.....P. O. Box 947
Phone Number 1200-01
Studio Address.Municipal Casino, Ocean Blvd.
Transmitter Location.....19th Ave.
Air Time.....6 a.m.-1 a.m. Daily; 8 a.m.-1 a.m. Sun.
News Service .....AP
Transcription Service .....Associated
Representative.....Lorenzen & Thompson
President-Owner.....Clarence L. Menser
Gen. Mgr.-Program Dir.....Frank R. Knutti
Commercial Manager.....Ben Decker
Chief Announcer.....Fred W. Duerk
Chief Engineer.....C. A. Campbell

WLBF

LEESBURG—EST. 1947

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Brcstg. Co.
Business-Studio Address...1240 Floradel Ave.
Phone Number.....552-3
Transmitter Location.....1240 Floradel Ave.
Air Time.....6 a.m.-12 m., 8 a.m.-12 m., Sun.
News Service.....UP
Transcription Service..Capitol, Thesaurus, Cole
Membership .....NAB
President.....P. C. Gorman
General-Station Manager.....W. E. Harkness
Commercial Manager-Program Director .....Donn Ramon Colee
Chief Announcer.....Jim Smith
Chief Engineer.....Carl B. DeLay

Call Letters To Be Assigned (C.P.)

LIVE OAK

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Suwanee Bcstg. Co.
President.....G. Warren Sanchez

WTYS

MARIANNA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Phipps
Business-Studio Address.....Marianna, Fla.
Transmitter Location..Junction U.S. Route 90, State Route 1
Air Time.....16 hrs. daily
News Service.....AP
Transcription Service .....Standard
Representative.....John H. Perry
President-Owner.....John H. Phipps
General-Station-Commercial Manager .....Fred U. Wamble
Program Director.....Lucille W. Wamble
Chief Engineer.....Fred U. Wamble
Farm Editor.....Joe Malone

WMMB (CP)

MELBOURNE

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...Melbourne Bcstg. Corp.
President.....William Shakespear Jr.
Vice President.....Thomas R. Barr

WFEC (CP)

MIAMI

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Florida East Coast Broadcasting Co.
Business Address.....627 N.W. 20th Ave.

WGBS

MIAMI—EST. 1939

CBS

Frequency: 710 Kc.....Power: 50,000 Watts d., 10,000 Watts n.
Owned-Operated By....The Fort Industry Co.
Business-Studio Address..1605 Biscayne Blvd.
Phone Number.....9-2401
Transmitter Location.....Hialeah, Fla.
Air Time.....Unlimited
News Service.....AP
Transcription Service..Lang-Worth, Thesaurus
Representative.....The Katz Agency
Membership .....NAB, BMB
President.....George B. Storer
General-Station Manager, Managing Director .....Stanton P. Kettler
Commercial Manager.....M. N. Babcock
Sales Promotion Manager.....Frank Jaffe
Program Director.....Paul Kingsley
Chief Announcer.....Jack Williams
Chief Engineer.....A. W. Shropshire
Farm Editor.....Jack McCormack

WIOD

MIAMI—EST. 1926

NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Isle of Dreams Brcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone Number 3-6444
Transmitter Location.....North Bay Causeway
Air Time.....18 hrs. daily; 16 hrs. Sun.
News Service.....AP, INS, UP
Transcription Service....Associated, Standard
Representative.....George P. Hollingbery, Harry E. Cummings
Membership.....NAB, BMB
President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Sales Promotion Manager-Publicity Director .....Martha Henriquez
Musical Director.....Earle Barr Hanson
Chief Engineer.....Milton Scott
Farm Editor.....William Bischoff

WMIE (CP)

MIAMI

Frequency: 1140 Kc....Power: 10,000 Watts d., 5000 Watts n.
Owned-Operated By....Lincoln Operating Co.
Business Address.....306 N. Miami Ave.

WQAM

MIAMI—EST. 1920

ABC

Frequency: 560 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By....The Miami Bcstg. Co.
Address.....327 N.E. 1st Ave., Box 3741
Phone Number 2-6121
Studio Address.....Postal Pacific Bldg.
Transmitter Location.....Biscayne Bay
Air Time.....6:30 a.m.-1:05 a.m.
News Service .....AP
Transcription Service.....World, Associated, SESAC
Representative.....John Blair & Co.
Membership .....NAB, BMB
President-General Mgr.....Fred W. Borton
General Mgr.....Owen Uridge
Comm. Manager.....Fred W. Mizer
Program Dir.-Publicity....Marjorie Christopher
Chief Engineer.....Gene Rider

WWPB

MIAMI—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake

WKAT

MIAMI BEACH—EST. 1936

MBS

Frequency: 1360 Kc.....Power: 5000 Watts d, 1000 Watts n.
Owned-Operated By.....WKAT, Inc.
Business-Studio Address.....1759 Bay Rd.
Phone Number.....5-5711
Transmitter Location.....1759 Bay Rd.
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service.....Standard
Representative.....Weed & Co.
President.....A. Frank Katzentine
General-Station-Commercial-Sales Promotion Manager.....John I. Prosser
Program Director-Production Manager Gordon N. Waltz
Publicity Director-Chief Announcer-Farm Editor .....Robert Beutel
Musical Director.....Betty Lee Taylor
Chief Engineers.....Art Smith, Tom Magee

WMBM

MIAMI BEACH—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By..Biscayne Bcstg. Co., Inc.
Business-Studio Address.....120 MacArthur Causeway
Phone Number.....5-5586
Transmitter Location.120 MacArthur Causeway
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Capitol, Standard
Representative.....McGeehan & O'Mara
Membership.....NAB
President-General-Station-Commercial Manager.....T. O. McCullough
Program Director.....Calvert A. Carter
Production Manager.....Mary Lucille Carter
Musical Director.....George Chamberlin
Chief Engineer.....John D. Miller

WTMC

OCALA—EST. 1939

MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Ocala Bcstg. Co., Inc.
Business-Studio Address.....1 Broadcast Pl., P.O. Box 831
Phone Number.....128-185
Transmitter Location.....Williston Highway
Air Time.....6 a.m.-12 m.; 8 a.m.-12 m. Sun.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John H. Perry
Membership.....NAB
President.....John H. Perry
General-Commercial Mgr.....T. S. Gilchrist, Jr.
Sales Promotion-Production Mgr...Don Franklin
Publicity Director.....John Nicholson
Chief Engineer.....R. M. Henley
Farm Editor.....T. S. Gilchrist, Jr.

WDBO

ORLANDO—EST. 1924

CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Orlando Bcsts. Co., Inc.
Business-Studio Address..30 S. Ivanhoe Blvd., P.O. Box 3707
Phone Number.....6181
Transmitter Location..Dubsdread Country Club Area, No. 1 Hazard St., Orange Co., Fla.
Air Time.....4:55 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Thesaurus, World, Associated
Representative..John Blair, Harry E. Cummings
Membership.....NAB, BMB
President-Gen. Manager..Col. Geo. C. Johnston
Vice-Pres.-Station Mgr.....Harold P. Danforth
Nat'l Sales Director.....Wm. G. McBride
Local Sales Director.....J. M. Pedrick
Sales Promotion Manager-Publicity Director.....Rosalind Boggs
Program Director.....W. G. McBride
Production Manager.....Robert L. Craig
Chief Announcer-Farm Editor...Carter Scofield
Musical Director.....Walter D. Kimble
Chief Engineer.....James E. Yarbrough

WHOO

ORLANDO—EST. 1947

ABC FLORIDA-AMERICAN GROUP

Frequency: 990 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By....Orlando Daily Newspapers, Inc.
Business Address.....234 S. Orange Ave.
Phone Number.....3-1681
Studio Address..Ft. Gatlin Hotel, Orlando, Fla.
Transmitter Location..Old Fairvilla Rd., 3 mi. w. of Orlando
Air Time.....5 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Capitol
Representative.....George P. Hollingbery
Membership.....NAB
President.....Martin Andersen
General Manager.....Walter P. Speight, Jr.
Commercial Manager.....George Newhart
Program Director.....Larry Scarborough
Chief Announcer.....Charles Thomas
Musical Director.....Joseph McLees
Chief Engineer.....Stanley A. Beck

WLOF

ORLANDO—EST. 1940

MBS

Frequency: 1230 Kc. (CP 950 Kc.)..Power: 250 Watts (CP 5000 Watts)
Owned-Operated By.....Hazelwood, Inc.
Business Address.....Orlando, Fla.
Phone Number.....8163
Studio Address.....Angebilt Hotel
Transmitter Location.....near Orlo Vista
Air Time.....6 a.m.-12 m.
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
General Manager.....Victor Buisset

WORZ

ORLANDO—EST. 1947

NBC

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Operated By..Central Fla. Bcstg. Co.
Business-Studio Address....WORZ Bldg., 740 N. Orange Ave.
Phone Number.....2-2451

Transmitter Location.....Winter Garden Rd.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP
Transcription Service....Standard, Langworth
Representative.....Weed & Co.
Membership .....NAB, BMB
President.....James Dandelake
Gen.-Station-Commercial Mgr...Eugene D. Hill
Program Promotion Manager..William Pennell
Production Manager-Chief Announcer
R. H. Marshall
Publicity Director.....D. Donaldson
Musical Director.....L. C. Kennedy
Chief Engineer.....W. Dodd Daniel
News Farm Editor.....Ned Brown

WWPF

PALATKA—EST. 1947

Frequency: 800 Kc.....Power: 250 Watts
Owned-Operated By.....Palatka Bcstg. Co.
Business-Studio Address...105½ N. Second St.
Phone Number.....354
Transmitter Location.....900 Block of River St.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Langworth, SESAC
Representative.....L. C. McCa'l
Owners.....J. E. Massey, L. C. McCall
General-Station-Sales Mgr.....L. C. McCall
Program Director.....Bruce Wilson
Production Manager, Publicity Director, Farm Editor.....Dan Ross
Musical Director.....Betty Jo McCall
Chief Engineer.....L. C. McCall

WWPG

PALM BEACH—EST. 1941

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 2-1515, Lake Worth 500
Transmitter Location.....South Ocean Blvd.
Air Time.....7:00 a.m.-Midnight
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus, World
Representative .....Perry
President-Gen. Mgr.....Charles E. Davis
Station-Comm. Mgr.....Donald S. Greenlief
Program Director.....Mary E. Neely
Chief Engineer.....Clyde E. Walkden

WDLP

PANAMA CITY—EST. 1940

MBS-KBS—FLORIDA STATE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....W. Beach Dr.
Phone Number.....777
Transmitter Location.....N. Springfield, Fla.
Air Time..5:30 a.m.-12 m.; 7 a.m.-10:30 p.m. Sun.
News Service.....AP
Transcription Service .....World
Representative.....John H. Perry Assoc.
Membership .....NAB
President.....John H. Perry
General-Commercial Manager, Program Director .....Byron Hayford
Sales Promotion Manager.....John Thomas
Chief Announcer-Engineer.....Elmer Scott

WBSR

PENSACOLA—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Escambia Bcstg. Co.
Business-Studio Address..San Carlos Hotel, P.O. Box 1351
Phone Number 6173-4
Transmitter Location.....O and Moreno Sts.
Air Time.....5:30 a.m.-12 m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Radio Adv. Co.
Membership .....NAB, BMB
President-General-Station Manager
Miss Ruth Braden
Commercial-Sales Promotion Manager
Robert O. Forsyth
Program Director.....John H. Cummins
Production Manager-Chief Announcer .....Fred Schilling
Publicity Director.....George Henderickson
Musical Director.....Dick Bate
Chief Engineer.....G. E. Bert Mead

WCOA

PENSACOLA—EST. 1926

NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Pensacola Bcstg. Co.
Business Address.....Box 1669
Phone Number.....4111-2
Studio Address.....San Carlos Hotel
Transmitter Location.....Corry Field Rd.
Air Time.....6 a.m.-12 m.; 8 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service.....Associated, Capitol
Representative.....John H. Perry Assoc.
Membership .....NAB
President.....John H. Perry
General-Station Manager.....J. Holliday Veal
Commercial Manager.....W. G. Champlin
Program Director-Production Manager-Chief Announcer.....Thomas A. Carswell
Musical Director.....Leroy Morris
Chief Engineer.....Harold Heath
Farm Editor.....Larry Wayne

WEAR

PENSACOLA—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gulfport Bcstg. Co.
Business Address.....5 East Gregory .St

WCNH (CP)

QUINCY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
News Service .....AP
President.....Richard J. Gardner

WFOY

ST. AUGUSTINE—EST. 1934

CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Fountain of Youth Bcstg. Co.
Business Address.....Box 588
Phone Number 1622
Transmitter Studio Location....Magnolia Ave.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB
President-Owner .....J. C. Bell
General Manager-Ex. Vice-Pres.-Commercial Manager.....John E. Bernhard, Jr.
Program Director-Secy.-Treas.-Production Mgr., Musical Director
Mrs. Frankye Collyer Walker
Publicity Director.....Patricia Cunning
Chief Announcer.....Bill Sommer
Chief Engineer-V.-P.....G. Russell Chambers
Farm Editor.....Ernest Raistrick

WSUN

ST. PETERSBURG—EST. 1927

ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....P.O. Box 240
Phone Number.....7-4747-8
Studio Address.....Municipal Pier
Transmitter Location....Bayview, RFD No. 1, Box 196, Clearwater, Fla.
Air Time.....17 hrs. daily
News Service.....UP
Transcription Service.....Amp, SESAC
Representative.....Weed & Co.
Membership .....NAB, BMB
General-Station-Sales Promotion Manager-Publicity Director.....Norman E. Brown
Commercial Manager.....Vera New
Program Director-Chief Engineer..Louis J. Link
Musical Director.....Edith Saxton

WTSP

ST. PETERSBURG—EST. 1939

MBS

Frequency: 1380 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Pinellas Bcstg. Co.
Business Address.....470 First Ave. S.
Phone Number.....7-8108
Studio Address .....Times Bldg.
Transmitter Location....35th Ave. & 4th St. N.
Air Time..6:30 a.m.-12 m.; 7:30 a.m.-12 m., Sun.
News Service.....UP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB
President .....Nelson Poynter
Vice-President .....Irwin A. Simpson
General-Station Manager..Herbert T. Anderson
Sales or Commercial Manager....Le Wildman
Sales Promotion Manager-Program Director .....Jack Faulkner
Chief Announcer.....Richard C. Bingham
Chief Engineer.....William D. Mangold

WTRR

SANFORD—EST. 1947

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Southeastern Bcstg. System
Business Address.....P.O. Box 1541
Phone Number.....999-1200
Studio Address....Located in the Mayfair Inn
Transmitter Location.....1000 E. 1st St.
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service .....Lang-Worth
President-General Manager..James S. Rivers
Station-Commercial-Sales Promotion Manager .....Joseph W. Parris
Program Director-Production Mgr...Bruce Smith
Publicity Director-Farm Editor.....Paul Okun
Chief Announcer .....Richard Batchelor
Chief Engineer.....Emerson Browne

WSPB

SARASOTA—EST. 1939

CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business-Studio Address.....City Island
Phone Number.....2564-5
Transmitter Location .....City Island
Air Time..6:30 a.m.-11:30 p.m.; 6:30 a.m.-12:05 a.m., Sat.

News Service.....UP
Transcription Service..Thesaurus, Lang-Worth
Represenative.....John E. Pearson
Membership .....BMB
President.....Robert C. Jones, Jr.
General-Station Manager.....John B. Browning
Commercial Manager.....Robert H. Neff
Program Director.....David C. Hale
Chief Announcer.....Eric A. Provost
Chief Engineer.....James E. Grant, Jr.

WHBO (CP)

SULPHUR SPRINGS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By....Sulphur Springs Bcstrs.
Business Address....8410 Florida Ave., Tampa
Partners...Harold A. Dunlap, James D. Sinyard

WRHP

TALLAHASSEE—EST. 1946

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Tallahassee Appliance Corp.
Address .....Hotel Floridan
Phone Number 2691
Transmitter Location.....East Park Avenue
Air Time.....Full Time License
News Service .....UP
Transcription Service.....World
Representative.....Thomas F. Clark Co., Inc.
Pres., General Mgr.....Frank W. Pepper
Commercial Manager.....E. R. LaBarbera
Program Director.....R. S. Meigs
Promotion Manager.....F. W. Hazelton
Chief Engineer.....C. L. Clifton

WTAL

TALLAHASSEE—EST. 1943

MBS-SOUTHEASTERN CHURCH
U. OF FLORIDA FOOTBALL

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By..John H. Phipps Radio Sta.
Business-Studio Address.....Cherokee Hotel
Phone Number.....2160
Transmitter Location..Lake Bradford, Leon Co., Fla.
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service.....Associated
Membership .....NAB
President-Owner.....John H. Phipps
General-Station Manager.....Teresa M. Murch
Sales or Commercial Mgr....Harriet B. Carson
Sales Promotion Manager....Herschel Graves
Program-Production Manager..Read W. Wynn
Publicity Director.....Jack Madigan
Musical Director.....Helen F. Todd
Chief Engineer.....William A. Snowden
Farm Editor.....H. B. Franklin

WALT

TAMPA—EST. 1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tampa Bcstg. Co.
Business-Studio Address.....401 W. Tyler St.
Phone Number.....M 7921
Transmitter Location.....411 W. Tyler St.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service....Langworth, Capitol, Cole, SESAC
Representative.....John H. Perry Asso.
Membership .....NAB
President-Owner-General-Station-Commercial Manager .....W. Walter Tison
Sales Promotion Manager.....Coburn Gumm
Program Director-Production Manager- Chief Announcer-Musical Director..Lynn Gearhart
Publicity Director .....Wilma Drumm
Chief Engineer.....J. B. Tison
Farm Editor.....Hilton Crowe

WDAE

TAMPA—EST. 1922

CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By....The Tampa Times Co.
Business Address.....114 N. Franklin St., P.O. Box 2409
Phone Number M-1818
Studio Address.....Tampa Times Bldg.
Transmitter Location..Forest Hills Country Club Area
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service..Associated, MacGregor
Representative.....The Katz Agency
Membership .....NAB
President.....David E. Smiley
General-Station-Commercial Sales Promotion Manager.....L. Spencer Mitchell
Program Director-Production Manager-Publicity Director.....Kenneth W. Skelton
Chief Announcer.....Sol J. Fleischman
Musical Director.....Edward C. Walker
Chief Engineer.....Wm. Pharr Moore
Farm Editor.....Mark E. Swingley

WFLA

TAMPA—EST. 1925

NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....The Tribune Co.
Business-Studio Address..Hyde Park & Lafayette
Phone Number.....H-1828
Transmitter Location...E. End Davis Causeway
Air Time.....17 hrs. daily
News Service .....UP

Transcription Service..Thesaurus, Lang-Worth
Representative....John Blair, Harry Cummings
Membership .....NAB
President-Owner.....J. S. Mims
Gen.-Station Manager..Charles G. Baskerville
Commercial Manager.....Bert A. Arnold
Program Director.....Paul M. Jones
Publicity Director.....Tom Matthews
Chief Announcer-Farm Editor.....Mardi Liles
Musical Director.....Frank Grasso
Chief Engineer.....Joe H. Mitchell

WIRK

WEST PALM BEACH—EST. 1947

MBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....Box 2148
Phone Number.....2-1744
Studio Address.....Citizens Bldg.
Transmitter Location....Military Trail, new W. Palm Beach
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service..Associated, Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Joseph S. Field, Jr.
General-Station-Commercial Manager
Joseph B. Matthews
Sales Promotion Manager...Kenneth McClure
Program Director-Production Manager .....Charles T. Snowdon
Publicity Director.....Milton E. Cummings
Chief Announcer-Musical Director
Rome J. Hartman
Chief Engineer.....William P. Heitzman

WJNO

WEST PALM BEACH—EST. 1936

CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address..1500 N. Flagler Dr. W. Palm Beach
Phone Number 2-3638
Transmitter Location.....1500 N. Flagler Dr.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Standard, Capitol
Representative.....Radio Adv. Co.
Membership .....NAB, BMB
President .....Marshall Heminway
General-Station Manager....Stephen P. Willis
Program Director-Farm Editor....Matt Gettings
Chief Announcer.....Davies Webster
Musical Director.....Ruth Schockley
Chief Engineer.....Otis C. Wright

WSIR

WINTER HAVEN—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Citrus Belt Bcstrs., Inc.
Business Address.....P. O. Box 1466
Phone Number 3-1313
Studio Address.....132 Third St., S.W.
Transmitter Location.....Lake Howard Dr.
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service.....World, Cole
Representative.....R. B. Harrington
Membership .....NAB
President-Owner.....Frederick L. Allman
General Manager.....Lawrence A. Rollins
Commercial Manager, Sales Promotion Manager.....John W. Brandstetter
Program Director.....Richard P. Eyrich
Chief Engineer.....L. Orden Craig

For Prestige . . .

AP

Membership!

in ATLANTA it's

WBGE

WBGE—FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

Locally owned station

Locally operated station

Independent station

FIRSTS

ONLY

24 hour station

Full Time FM Station

Mike Benton, President

Maurice Coleman, Gen. Mgr.

Studios and General Offices

GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA

GENERAL BROADCASTING COMPANY

COLUMBUS GEORGIA

5000 Watts
DAY *and* NIGHT

WRBL

CBS

WRBL is the key to low-cost selling in Columbus a METROPOLITAN MARKET of 159,800 people. WRBL delivers a "tailored-to-listen" audience built up through 20 years of Community Leadership.

also WRBL—FM

ATLANTA GEORGIA

WATL

Mutual

WATL represents a commanding coverage—in one of America's prime markets .... comprised of 594,000 people .... and 116,480 RADIO HOMES. WATL'S program leadership accounts for a loyal, ever-growing audience.

ALBANY GEORGIA

CBS

WGPC

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal ... "The ALBANY Market showed a greater increase in bank debits than any city in the country".

Represented Nationally by

GEORGE P. HOLLINGBERY CO.

ATLANTA CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO

GEORGIA

Estimated Population 3,233,000—% Increase +3.5—Radio Homes 566,359
Farms with Radios 117,937—Stations in State 68

WALB

ALBANY—EST. 1941

MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Herald Publishing Co.
Business-Studio Address.....Leesburg Rd.
Phone Number.....389, 1590
Transmitter Location.....Leesburg Rd.
Air Time.....6:55 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Burn Smith Co., Pierce W. Cook
Membership .....NAB, BMB
President.....James H. Gray
General-Station Manager, Publicity Director.....Abner M. Israel
Commercial Manager.....C. A. McLaughlin
Program Director, Production Manager, Musical Director.....David K. Fulton
Chief Announcer.....Bill Bowick
Chief Engineer.....L. L. Walker

WGPC

ALBANY—EST. 1933

CBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Albany Bcstg. System
Business-Studio Address...New Albany Hotel
Phone Number 1371-0
Transmitter Location.....Gillionville Rd.
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Executive Manager.....J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion Manager.....Leonard M. George
Program-Musical Director.....Gwen Walker
Chief Engineer.....Wayne C. McClung
Farm Editor.....Bill Fowler

WDEC

AMERICUS—EST. 1947

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....The Americus Bcstg. Co.
Operated By.....W. E. Johnson
Business-Studio Address....110 Windsor Ave.
Phone Number 3681
Transmitter Location.....110 McGarrah St.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Cox & Tanz
President.....James R. Blair
General-Station-Commercial-Sales Promotion Manager, Program Director..W. E. Johnson
Traffic Manager.....Margaret Johnson
Production Manager, Publicity-Musical Director .....Johnny Smolka
Chief Announcer, Farm Editor.Chuck Saunders
Chief Engineer.....Charles Adams

WGAU

ATHENS—EST. 1938

CBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. K. Patrick & Co.
Business-Studio Address.....Bobbin Mill Rd.
Phone Number 1741-2
Transmitter Location.....Bobbin Mill Rd.
Air Time.....17 hrs. daily
News Service .....AP
Transcription Service.....Standard, Keystone
Membership .....BMB
General-Station-Commercial Manager, Program Director.....R. Lewis Doster
Chief Engineer.....Bill Evans

Call Letters To Be Assigned (C.P.)

ATLANTA

Frequency: 1550 Kc.....Power: 50,000 Watts d. 10,000 Watts n.
Owned-Operated By.....Fulton County Bcstg. Corp.
Owner .....Samuel Rothberg

WAGA

ATLANTA—EST. 1937

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....Fort Industry Co.
Operated By.....Liberty Bcstg. Co.
Business-Studio Address.....56 Marietta St.
Phone Number....MAin 5101, & CYpress 1916
Transmitter Location.....N. Druid Hills Rd.
Air Time.....18 hrs., 40 min. Daily; 17 hrs., 10 min. Sun.
News Service.....AP, INS
Transcription Service..Lang-Worth, Thesaurus
Representative.....Avery-Knodel, Inc.
Membership .....NAB, BMB
President.....George B. Storer
Gen.-Station Mgr.....James E. Baily
Sales Promotion Mgr.-Publicity Dir..Ken Gurley
Program Director.....Arry Brown
Prod. Mgr.-Chief Announcer.....Bill McCain
Musical Director.....Marilyn Simpson
Chief Engineer.....Paul Cram
Farm Editor.....H. B. Henderson

One of America's Great Stations in One of America's Great Markets

Licensed Mar. 15, 1922

WSB

Owned and Operated by

THE ATLANTA JOURNAL CO.

50,000 WATTS

750 KC

NBC for 21 Years

POWER

ATLANTA ★

The 50,000 Watts of "The Voice of the South" is greater than the total night-time wattage of *all other Georgia stations* combined.(*)

PLUS

Unquestioned dominance of the greater Atlanta market area(**) with a blanket coverage of the rich rural areas of Georgia and surrounding states.

PRESTIGE

25 years of broadcasting "in the public interest," with active support of one of the South's great newspapers. The homes in Georgia tune to WSB as a trusted medium of information and entertainment.

**S.R.D.S.—Nov. 1, 1947*

***Any Hooperating.*

NOTE TO TIME BUYERS: In 1948 (as in previous years) WSB can provide your clients with *audience* in Georgia at less cost per thousand listeners than any group or combination of stations. Ask any Petry man for the facts.

Represented Nationally by

EDW. PETRY & CO., Inc.

WATL

ATLANTA—EST. 1930

MBS—GEORGIA SPORTS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts (CP 5000 Watts)
Owned-Operated By.....J. W. Woodruff
Business Address.....Henry Grady Bldg., 26 Cain St.
Phone Number.....Walnut 4377
Transmitter Location..Present 250 Watt Transmitter: 26 Cain Street. (New 5 kw transmitter: Loghaven Dr.)
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative.....George P. Hollingbery
Membership .....NAB
President-Owner, General Manager.....J. W. Woodruff
Station Manager, Chief Engineer.....R. W. Minton
Commercial Manager.....Sam W. Kane
Sales Promotion Manager....J. A. Davenport
Program Director.....Ernest Guy
Chief Announcer.....Zenas Sears
Musical Director.....Cliff Cameron

(See Page 378)

WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Business-Studio Address.....Georgia Terrace Hotel
Phone Number.....VErnon 1194
Transmitter Location.....S. Pine St.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service....Lang-Worth, Capitol, Cole
Representative .....Burn-Smith
President .....Mike Benton
General Manager.....Maurice C. Coleman
Traffic Mgr.-Asst. Program Director .....Ann Hutcheson
Production Manager.....Peggy Case
Chief Engineer.....David J. Holt

(See Page 377)

WCON

ATLANTA—EST. 1947

ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned Operated By....The Atlanta Constitution Publ. Co.
Business-Studio Address....Constitution Bldg., Atlanta, Ga.
Phone Number.....LAmar 4545
Transmitter Location.....Defoors Ferry Rd., Fulton County, Ga.
Air Time.....5:30 a.m.-12 M.
News Service .....AP, UP
Transcription Service .....World
Representative .....Headley Reed
Membership .....NAB, BMB
President .....Clark Howell
General Manager.....David Carpenter
Commercial Manager.....Crenshaw Bonner
Sales Promotion Mgr.....Frank Drake
Program Director.....Henry Allen
Production Manager.....Gene Eubanks
Publicity Director.....Rita Van Pelt
Musical Director.....Frances Adams
Chief Engineer.....Harvey Aderhold
Farm Editor.....Channing Cope

WERD (CP)

ATLANTA

Frequency: 860 Kc.....Power, 1000 Watts d.
Owned-Operated By.....Radio Atlanta Inc.
Business Address.....1425 C & S Bldg.

WSB

ATLANTA—EST. 1922

NBC

Frequency: 750 Kc.....Power: 50,000 Watts
Owned-Operated By....The Atlanta Journal Co., Inc.
Business-Studio Address.....Atlanta Biltmore Hotel
Phone Number.....Hemlock 1045
Transmitter Location.....Tucker, Ga.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service....Standard, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
Chief Executive.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Program Director.....Marcus Bartlett
Production Manager.....M. K. Toalson
Publicity Director.....Jean Hendrix
Chief Engineer.....C. F. Daugherty
Farm Editor.....Jim Romine

WGST

ATLANTA—EST. 1923

CBS—GA. MAJOR MARKET TRIO

Frequency: 920 Kc.....Power: 5,000 Watts d., 1,000 Watts n.
Owned By.. Bd. of Regents, State of Ga. on behalf of Ga. Sch. of Technology
Operated By....Bd. of Regents, Univ. System of Ga.
Business-Studio Address.....Forsyth Bldg.
Phone Number.....Walnut 8441
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP

Transcription Service.....Thesaurus, World
Representative.....The Katz Agency

FOR WGST LISTING
SEE PAGE 381

WBBQ

AUGUSTA—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Savannah Valley Bcstg. Co.
Business-Studio Address...Sand Bar Ferry Rd.
Phone Number 2-0264
Transmitter Location.....Sand Bar Ferry Rd.
Air Time.....5:55 a.m.-1 a.m.; 7:30 a.m.-1 a.m., Sun.
News Service.....AP, INS
Transcription Service.....Cole, Standard
Representative.....The Walker Co.
Membership .....NAB
President, General-Station Manager, Publicity Director.....George G. Weiss
Commercial-Sales Promotion Manager.....John W. Watkins
Program Director, Production Manager.....George M. Scott
Chief Announcer, Musical Director.....Robert S. Nelson
Chief Engineer.....David Freeman

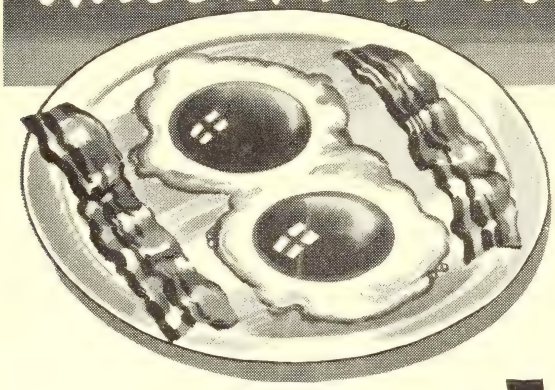
WGAC

AUGUSTA—EST. 1940

ABC

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By..The Twin States Bcstg. Co.
Business-Studio Address.....WGAC Bldg.
Phone Number 2-2692
Transmitter Location.....Martinez, Ga.
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BMB
Vice President-General-Station Manager.....J. B. Fuqua

Unbeatable Combination



CBS
WGST
ATLANTA

Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Commercial Manager.....Donald M. Kelly, Jr.
Sales Promotion Manager, Publicity Director .....Claire Himmel
Program Director, Production Manager .....Warren Hites
Chief Announcer.....Don Vest
Musical Director.....John Vance
Chief Engineer.....John P. Jopling
Farm Editor.....J. W. Chambers

WRDW

AUGUSTA —EST. 1930

CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Augusta Bcstg. Co.
Address.....8th & Broad Streets
Phone Numbers 2-8805-6-7
Transmitter Location.....Berckmans Road
Air Time.....18 hrs.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB, BMB
Station Manager.....R. W. Ringson

WTNT

AUGUSTA—EST. 1947

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Georgia Carolina Bcstg. Co.
Business-Studio Address.....Cotton Row
Phone Number 2-1003
Transmitter Location.....Cedar St. Extended
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Taylor-Howe-Snowden
President.....Walter J. Brown
General-Station Manager..Edgar W. Teasley
Commercial Manager.....A. Lee Parsons
Program Director.....Fred J. Runde
Publicity Director.....Ed. Pond
Chief Announcer.....Sam Zurich
Chief Engineer, Farm Editor..Ted R. Woodard

WMGR

BAINBRIDGE—EST. 1946

MBS—GEORGIA SPORTS NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffin
Business Address.....P. O. Box 348
Phone Number 776
Transmitter-Studio Location.Faceville Highway
Air Time.....6:30 a.m.-10:35 p.m.; 8 a.m.-10:05 p.m., Sun.
News Service .....AP
Transcription Service.....KBS, SESAC, Cole
President-Owner.....S. Marvin Griffin
Station Manager.....Ben H. Dekle
Program Director.....Barbara Ann Johnson
Chief Engineer.....W. H. Moore

WMOG

BRUNSWICK—EST. 1940

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Coastal Bcstg. Co., Inc.
Address.....St. Simons Island Causeway
Phone Number 1500
Transmitter Location....St. Simons Causeway
Air Time.....7 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative ..... Clark
Membership ..... BMB

WQXI (CP)

BUCKHEAD

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Operated By....Robert W. Rounsaville
News Service .....UP
President.....Robert W. Rounsaville
Technical Director.....William F. Lance

WLBB

CARROLLTON—EST. 1947

KBS

Frequency: 1100 Kc.....Power: 250 Watts
Owned-Operated By..Carroll Bcstg. Co., Inc.
Business-Studio Address..Peoples' Bank Bldg.
Phone Number 980-1
Transmitter Location.....Cedar St.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative..Ga. Assn. of Local Stations
Membership .....NAB
President, General Manager..James C. Vocalis
Commercial-Sales Promotion Manager.....James C. Dunaway
Program Director.....Edward Payne
Production Manager.....James M. Matthews
Publicity Director.....Elizabeth Mattox
Chief Engineer.....Chessley F. Hooper
Farm Editor.....James C. Vocalis

WBHF

CARTERSVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Ryan Frier

Business-Studio Address.....Shacklefo:d Bldg.
Phone Number 686
Transmitter Location..West Ave., P. O. Box 71
Air Time...6 a.m.-11:30 p.m., 7 a.m.-11:30 p.m., Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Owner.....W. Ryan Frier
General-Station-Commercial Manager.....James O. Hardin, Jr.
Publicity Director.....George H. Boswell
Chief Engineer.....Thomas W. Cowan, Jr.
Farm Editor.....Bob Robertson

WGAA

CEDARTOWN—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Northwest Ga. Bcstg. Co.
Business-Studio Address...West Theatre Bldg.
Phone Number.....777 & 570
Transmitter Location.....Cave Spring Rd.
Air Time.....17½ hrs. daily
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB, BMB
President.....O. C. Lam
Station-Commercial Manager..William B. Estes
Program Director.....Rowena Whitfield
Production Manager.....R. Edward Reilly
Publicity Director.....Hall Wray
Musical Director.....Al Stevens
Chief Engineer.....Gary C. Hunt

WDAK

COLUMBUS—EST. 1943

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....Martin Bldg.
Phone Number 5447
Transmitter Location....Brickyard Rd., Phenix City, Ala.
Air Time.....5 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President, General Mgr....Allen M. Woodall
Commercial-Sales Promotion Manager .....Miles Ferguson
Program-Publicity Director.....Ed Wescott
Chief Announcer.....Joe Byars
Musical Director.....Mary Evelyn Coney
Chief Engineer.....Randy Jones
Farm Editor.....Ed Snyder

WGBA

COLUMBUS—EST. 1947

Frequency: 620 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Georgia-Alabama Broadcasting Co.
Business Address.....1213½ Broadway
Phone Number 3-3603
News Service.....INS, UP
Transcription Service.....Capitol, Associated
Representative ..... Branham
President.....A. H. Chapman
General Manager.....A. E. Mickel
Commercial Manager.....W. S. Massie
Promotion Manager.....James R. Cook
Program Director.....Bill Rhodes, Jr.
Chief Engineer.....Jack H. Wiseley

WRBL

COLUMBUS—EST. 1928

CBS—GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 5,000 Watts
Owned-Operated By.....Columbus Bcstg. Co.
Business-Studio Address.....1420 2nd Ave.
Phone Number 2-0601
Transmitter Location...Phenix City, Alabama
Air Time.....19 hrs. daily
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....J. W. Woodruff
General-Station-Commercial Manager.....J. W. Woodruff, Jr.
Sales Promotion Manager, Program-Publicity Director.....Ed J. Hennessy
Musical Librarian.....George D. Davis, Jr.
Chief Engineer.....Joseph A. Gamble

(See Page 378)

WSAC

COLUMBUS—EST. 1947

MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By....Chattahoochee Bcstg. Co., Inc.
Business-Studio Address....1028½ Broadway
Phone Number 2-4427
Transmitter Location....1 mi. E. of Columbus on Morris Rd.
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....The Walker Co.
President.....William K. Jenkins
General-Station Manager.....Edwin Mullinax
Commercial Manager.....Francis G. Smith
Sales Promotion Manager..Benson C. Pressly
Program Director.....James O'Donnell
Chief Engineer.....Hudie M. Brown

WMJM

CORDELE—EST. 1940

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts, d., 100 Watts n.
Owned By....Cordele Dispatch Publishing Co.
Operated By.....James S. Rivers
Address.....P. O. Box 432
Phone Number 666
Transmitter Location.....20th Ave. & B St.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President.....John W. Greer
General Manager.....James S. Rivers
Comm.-Prom. Mgr.....William Blizzard
Program Director.....Willard Belote
Chief Engineer.....Jeff Donley

WMOC

COVINGTON—EST. 1946

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.The Covington News, Inc.
Business Address..Covington News, 112-122 Pace St.
Phone Number 2275
Transmitter-Studio Location.702 Monticello St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President, General Manager...Belmont Dennis
Station-Commercial Manager.....Walt Gaines
Sales Promotion Manager....W. Thomas Hay
Program Director, Production Manager, Musical Director .....Tom Palmer
Publicity Director.....Gordon Turner
Chief Announcer.....Bill Chadburn
Chief Engineer.....Paul Smay
Farm Editor.....Leo Mallard

WBLJ

DALTON—EST. 1940

MBS—GEORGIA SPORTS NET.—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Dalton Bcstg. Corp.
Business-Studio Address.....111 Pentz St.
Phone Number 684
Transmitter Location.....5th Ave.
Air Time.....18½ hrs. daily
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative.....Cox & Tanz
Membership .....NAB, BMB
President.....H. C. Kenemer
General-Station Manager....William Armond
Commercial-Sales Promotion Manager .....Chester Wilson
Program Director, Production Manager .....Dave Achor
Publicity Director.....Bill Ketchum
Chief Announcer.....Paul Crandall
Musical Director.....Marie Baker
Chief Engineer.....Janub Andrews
Farm Editor.....Ed Craig

WDWD (CP)

DAWSON

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dawson Bcstg. Co.

WEAS

DECATUR—EST. 1947

Frequency: 1010 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....E. D. Rivers, Jr.
Business-Studio Address.217 W. Ponce De Leon
Phone Number.....Dearborn 2521
Transmitter Location..Lawrenceville Highway
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Cole
President-Owner.....E. D. Rivers, Jr.
General-Station-Commercial Manager, Program Director .....Ewald Kockritz
Production Manager.....Ned Lukens
Chief Engineer.....William Keller

WDMG

DOUGLAS—EST. 1947

Frequency: 860 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Downing Musgrove
Business-Studio Address..118 S. Madison Ave.
Phone Number 564
Transmitter Location....1.8 mi. E. of Douglas, Ga., Highway 32
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Membership .....NAB
Owner-General Manager..Downing Musgrove
Commercial Manager.....Al H. Evans
Program Manager.....James W. Hayes
Chief Announcer, Farm Editor .....Sammy Middleton
Musical Director.....Miss Sal Evans
Chief Engineer.....Clinton Vaughan

WMLT

DUBLIN—EST. 1945

MBS—GEORGIA SPORTS NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bcstg. Co.

Business-Studio Address....Franklin & Moore Sts., P. O. Box 659
Phone Number 871-2-3
Transmitter Location....Franklin & Moore Sts.
Air Time.....7 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Cox & Tanz
Membership .....NAB, BMB
President.....George T. Morris
General-Station Manager.....Tom Vassy
Commercial Manager.....George P. McIntyre
Program Director.....Dennis Brown
Chief Announcer, Musical Director..Bob Smith
Chief Engineer.....Charlie R. Lord

WSGC

ELBERTON—EST. 1946

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Elberton Bcstg. Co.
Business-Studio Address.....Elberton, Georgia
Phone Number 525
Transmitter Location.....Jones Street
Air Time..6 a.m.-11:15 p.m.; 7:30 a.m.-11 p.m., Sun.
News Service .....AP
Membership .....NAB, BMB
General-Station Manager.....M. C. Gorman
Program Director.....John R. Morris
Chief Engineer.....Charles T. Mewborn

WBHB

FITZGERALD—EST. 1946

MBS—GEORGIA SPORTS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By....J. Paul Stone & R. M. Ware, Jr.
Operated By.....R. M. Ware, Jr.
Business-Studio Address.....600 Block W. Roanoke Dr.
Phone Number 740
Transmitter Location...600 Block W. Roanoke Dr.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
President-Part Owner, General-Station-Commercial Manager, Program Director.....R. M. Ware, Jr.
Chief Announcer.....Jack Owens
Chief Engineer.....R. M. Ware, Jr.

WDUN (CP)

GAINESVILLE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northeast Georgia Broadcasting Co.

WGGA

GAINESVILLE—EST. 1941

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Blue Ridge Bcstg. Co.
Business Address.....Box 654
Phone Number 1600-1
Studio Address.....Athens Rd.
Transmitter Location.....Athens Rd.
Air Time..6 a.m.-11:15 p.m.; 8 a.m.-11:15 p.m., Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....Charles A. Smithgall
Commercial Manager.....E. F. MacLeod
Program Director.....Mildred Thompson
Musical Director.....James A. Hartley
Chief Engineer.....F. Keith Brown

WKEU

GRIFFIN—EST. 1934

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WKEU
Address.....P. O. Box 155
Phone Number 5507
News Service .....UP
Air Time.....Daytime License
President-Gen. Mgr.....A. W. Marshall, Jr.
Commercial Manager.....C. I. Crawley
Prog. Dir.-Prom. Mgr.....H. C. Young, Jr.
Chief Engineer.....G. H. Whitley, Jr.

WKLY

HARTWELL—EST. 1947

GA. SPORTS NETWORK

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Box 183
Phone Number 71
Transmitter-Studio Location..Bowersville Highway, Hartwell, Ga.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Capital
President-Owner.....Louie L. Morris
Exec. Vice President.....Max G. Pfaender
Commercial Manager.....Paul S. Wight
Sales Promotion Manager.William Winegarner
Program Director.....Joe B. Wilder
Chief Announcer.....Robert Mowbray
Chief Engineer.....Leland W. Hayes

WLAG
LA GRANGE—EST. 1941
MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....LaGrange Bcstg. Co.
Business-Studio Address.....303 Broome St.
Phone Number 3505
Transmitter Location.....LaGrange, Ga.
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Thomas F. Clark
Membership .....NAB
President.....Roy C. Swank
General-Station-Commercial Manager .....Edwin Mullinax
Sales Promotion Mgr..Josephine M. Thomasson
Program Director, Chief Announcer.....John K. Boggess
Chief Engineer.....James M. McKay
Farm Editor.....Joe V. Hawkins

WBML
MACON—EST. 1940
ABC—GA. SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Middle Ga. Bcstg. Co.
Business-Studio Address..First National Bank Bldg.
Phone Number 2728
Transmitter Location.....Cor. Eighth & Cherry
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....J. H. McGillvra
Membership .....NAB, BMB
President-Owner.....E. D. Black
General-Station Manager..Chas. W. Pittman
Commercial Manager.....Walter Graham
Program-Musical Director.....Mary Hester Richardson
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich

WIBB (CP)
MACON

Frequency: 1280 Kc.....Power. 1000 Watts d.
Owned-Operated By....Peach State Bcstg. Co.
Business Address.....Lanier Hotel

WMAZ
MACON—EST. 1922
CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Operated By..Southeastern Bcstg. Co.
Business-Studio Address....Bankers Insurance Bldg.
Phone Number 3131
Transmitter Location.....Forsyth Rd.
Air Time.....5:45 a.m.-12:05 a.m.
News Service.....INS, UP
Transcription Service.....World, Lang-Worth
Representative.....The Katz Agency
Membership .....NAB, BMB
President, Chief Engineer..George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Manager.....Frank Crowther
Production Manager.....Frank Hubbs
Farm Editor.....D. F. Bruce

WNEX
MACON—EST. 1945
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number 8211
Transmitter Location.....Rogers Ave.
Air Time.....18 hrs., 40 min. daily
News Service .....AP
Transcription Service.....Capitol, Cole
Representative .....Forjoe
Membership .....NAB
President .....Ed Lowe
Vice President, General-Station Manager .....Al Lowe
Commercial-Sales Promotion Manager .....George Patton
Program Director.....Peggy Taylor
Production Manager, Chief Announcer .....Ed Sharpe
Publicity Director.....Jim Weathers
Musical Director.....Beverly McKenzie
Chief Engineer.....A. C. Kibler
Farm Editor.....“Peanut” Faircloth

WFOM
MARIETTA—EST. 1946
GA. ASSOC. OF LOCAL STA.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Chattahoochee Bcstrs.
Business Address.....P. O. Box 131
Phone Number 1746
Transmitter-Studio Location.....So. Cobb Dr.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
Owners.....Fred B. Wilson, Channing Cope
General Manager.....Albert L. Jones
Commercial Manager.....A. E. Garoni
Program Director.....Nelsie Horne
Chief Announcer.....James Kirby
Chief Engineer.....Orbra W. Harrell
Farm Editor.....Channing Cope

WMVG

MILLEDGEVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business Address.....Milledgeville, Ga.
Phone Number 250
Studio Address.....Old State Capitol Bldg.
Transmitter Location.....Fishing Creek
Air Time.....17 hrs. daily; 15 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....Homer Griffith
Owner.....Jere N. Moore
General-Station-Commercial Manager.....Michael T. Landy
Program Director.....Douglas O. Henson
Chief Announcer, Farm Editor..Harry Hunter
Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—EST. 1939

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business Address.....Box 310
Phone Number 999
Transmitter-Studio Location.....1½ mi. N.E. Moultrie on U. S. 319
Air Time.....17 hrs daily; 15 hrs. Sun.
News Service .....UP
Transcription Service.....Thesaurus, World, Keystone
Representative.....Thomas F. Clark
President-Owner, General Manager.....John F. Pidcock
Commercial-Sales Promotion Manager, Publicity Director.....Wandell Murphy
Program Director.....Jackie Stringfellow
Production Manager, Chief Announcer .....Jack Shiver
Musical Director.....Keith Bright
Chief Engineer.....George Buckmann
Farm Editor.....Ted Meadows

WCOH

NEWNAN—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Business Address.....11 Court Sq.
Phone Number 1400-1399
Studio Address.....Court St.
Transmitter Location.....Line St.
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service.....World, Thesaurus
General-Station Manager.....John H. French
Commercial-Sales Promotion Manager .....James Thomasson
Program Director.....Dr. R. S. C. Young
Publicity Director.....Randy Bryan
Musical Director.....Imogene Jones
Chief Engineer.....James S. Stowers Jr.
Farm Editor.....R. W. Brown

WKMA

QUITMAN—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....John Raymond Barlett
Business Address.....Walker Bldg.
Phone Number.....4811
News Service .....AP
Transcription Service..... Associated
Owner-General Mgr.....John Raymond Barlett
Program Director.....James Wood

WLAQ

ROME—EST. 1947

Frequency: 670 Kc.....Power: 1,000 Watts d.
Owned-Operated By..News Publishing Co. of Rome, Ga.
Business-Studio Address.....209 Broad St.
Phone Number 7767
Transmitter Location.....Summerville Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP, INS, UP
Transcription Service.....Capitol, Thesaurus
Representative...Joseph Henry McGillvra, Inc.
Membership .....NAB, BMB
President.....B. H. Mooney, Sr.
General-Station Manager, Publicity Director.....George W. Rice, Jr.
Commercial-Sales Promotion Manager .....Martha Daniel
Program Director, Production Manager .....George Eubanks
Musical Director.....Carolyn Smith Lynch
Chief Engineer.....Dan Scott
Farm Editor.....Lee Mowry

WRGA

ROME—EST. 1929

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Business-Studio Address...National City Bank Bldg.
Phone Number 6589
Transmitter Location.....Off Summerville Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker Co.
Membership .....NAB, BMB
President .....John W. Quarles
General Manager.....Happy Quarles
Assistant .....Mather Payne
Commercial Manager.....Price Selby

Sales Promotion Manager, Publicity Director ....Don Murdock
Program Director, Production Mgr..Jim Roberts
Chief Announcer....Ben Lucas
Chief Engineer....R. L. Starr
Farm Editor....Cecil Kearce

WROM

ROME—EST. 1946

GA. ASSOC. OF LOCAL STA.

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Coosa Valley Radio Co. Inc.
Business-Studio Address.....121 Broad St.
Phone Number 9075-6
Transmitter Location....Cooper Drive
Air Time....Local sunrise-local sunset
News Service ....AP
Transcription Service ....World
Representative ....Homer Griffith
Membership ....NAB, BMB
President, General-Station Manager ....Dean Covington
Commercial-Sales Promotion Manager....E. J. Cooper
Program Director, Production Manager ....John MacLean
Publicity-Musical Director....Charles Poole, Jr.
Chief Announcer....Bill Hale
Chief Engineer....Edward Smith Hill
Farm Editor....Robert V. Rogers

WCCP

SAVANNAH—EST. 1946

MBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Dixie Bcstg. Co.
Operated By....Carter C. Peterson
Business Address..P. O. Box 943, 140 Bull St.
Phone Number 2-4182
Studio Address.....Ga. State Bank Bldg., 140 Bull St.
Transmitter Location....W. Gwinnett St.
Air Time....6:30 a.m.-12 M.
News Service ....UP
Transcription Service ....Standard
Representative....The Walker Co.
Membership ....NAB
Pres.-Owner-Gen. Mgr.....Carter C. Peterson
Station-Commercial Manager..Weldon Herrin
Sales Promotion Manager....Vernon Ray
Program Director....Charles Beresford
Production Manager, Publicity Director ....Carson Demmond
Chief Announcer, Musical Director ....Charles Ford
Chief Engineer....William Moats

WDAR

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number 3-8807
Transmitter Location.....E. Savannah ½ mi.
Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service ....AP
Transcription Service ....Standard
Representative ....Avery-Knodel
Membership ....NAB, BMB
President....A. C. Neff
General-Station Manager....John P. Dyer
Commercial-Sales Promotion Manager ....Abram Eisenman
Program-Publicity Director....J. Davis Sheppard
Chief Announcer....Gene Marshall
Musical Director....Robert Finch
Chief Engineer....Howard Jewett

WFRP

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number 39642-39643
Transmitter Location....E. Perry Lane
Air Time....6 a.m.-1 a.m.
News Service ....AP
Transcription Service....Associated, Cole
Representative....John H. Perry Assoc.
Membership ....NAB
President....Frank R. Pidcock
General Manager....Edward N. Palen
Asst. Manager, Program-Publicity Director....Roy F. Zess
Commercial-Sales Promotion Manager ....Earl Harper
Production Manager....Robert Vandiver
Chief Announcer....John Hancock
Musical Director....James Barclay
Chief Engineer....James Wilder

WSAV

SAVANNAH—EST. 1939

NBC—ATLANTIC SPORTS NETWORK

Frequency: 630 Kc.....Power: 5,000 Watts
Owned-Operated By....WSAV, Inc.
Business-Studio Address....Liberty National Bank Bldg.
Phone Number 3-0234
Transmitter Location..Oatland Island, 4.2 mi. E. of Savannah
Air Time....6 a.m.-12:05 a.m.
News Service ....AP

Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President, General-Station Manager .....Harben Daniel
Commercial-Sales Promotion Manager .....L. H. Thesmar
Program Director, Production Manager.....James L. Woods
Publicity Director.....Georgia Fuller
Chief Announcer.....Norman Strand
Musical Director.....Melvin Peacock
Chief Engineer.....M. E. Thompson
Farm Editor.....Bill Donegan

WTOC

SAVANNAH—EST. 1929

CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Savannah Bcstg. Co.
Business-Studio Address..516 Abercorn St., P. O. Box 645
Phone Number 2-0127
Transmitter Location.....Anderson Rd.
News Service .....UP
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
Transcription Service.....World, Lang-Worth, Capitol
Representative .....Katz Agency
Membership .....NAB, BMB
President, General Mgr.....Wm. T. Knight, Jr.
Commercial Manager.....Ben Williams
Program-Musical Director, Farm Editor.....Dwight J. Bruce
Publicity Director.....Catherine Goette
Chief Announcer.....Ben H. Quick
Chief Engineer.....Reeve Owen

WWNS

STATESBORO—EST. 1946

MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Alfred Dorman
Business Address.....P. O. Box 146
Phone Number 502
Transmitter-Studio Location.....E. Olliff St.
Air Time.....7 a.m.-11 p.m.
News Service .....UP
President-Owner .....Alfred Dorman
General-Commercial Mgr.....Paul R. Sauve
Chief Engineer.....Walter Welch

WSFT

THOMASTON—EST. 1947

MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Thomaston Bcstg. Co.
Business Address.....101 N. Church St.
Phone Number 1300
News Service .....AP
Transcription Service .....Associated
President.....R. E. Hightower
Vice President.....J. B. Hardy
Secy.-Manager.....S. J. Carswell
Program Director.....William H. Heule
Chief Engineer.....Richard D. Wharton

WKTG

THOMASVILLE—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Southern Bcstg. System Inc.
Business Address....Bank of Thomas County
Phone Number 1501
News Service .....AP
Transcription Service.....World, Lang-Worth
President-Gen. Mgr.....W. Fred Scott Jr.
Comm. Mgr.-Prom. Mgr.....Pratt Secrest
Program Director.....William B. Hill
Chief Engineer.....Kenneth T. Mallory

WPAX

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
Business-Studio Address...117 Remington Ave.
Phone Number 909
Transmitter Location.....117 Remington Ave.
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Membership .....NAB, BMB
Owner, General Manager.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bob Oakman
Chief Engineer, Farm Editor..James W. Poole

WTWA (CP)

THOMSON

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Walter J. Brown
Business Address.....Hickory Hill
Owner.....Walter J. Brown

WWGS

TIFTON—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Tifton Bcstg. Corp.
Business-Studio Address.....800 S. Main St.
Phone Number 921
Transmitter Location.....800 S. Main St.
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Homer Griffith
Membership .....NAB

President.....Walter A. Graham
General-Commercial
Manager.....William Wern Shepherd
Vice President.....James E. Graham
Sales Promotion Manager, Publicity
Director .....Patty Carpenter
Program Director, Production Mgr...Herb Scott
Chief Announcer.....Bert Stevans
Musical Director.....Gene Graham
Chief Engineer.....W. C. Roberts
Farm Editor.....Tom Hanssen

WRLC

TOCCOA—EST. 1941

MBS—GEORGIA SPORTS NETWORK—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. LeTourneau
Business-Studio Address...Prather Bridge Rd.
Phone Number..Toccoa 544, LeTourneau 1751
Transmitter Location.....Prather Bridge Rd.
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Associated
Representative.....Thomas F. Clark
Membership .....NAB, BMB
Owner.....R. G. LeTourneau
General Manager.....Virgle E. Craig
Commercial Manager.....Sam A. Gaines
Sales Promotion Manager....Roy E. Gaines
Program Director, Musical
Director.....Carroll S. Lee
Chief Announcer.....George Rountree
Chief Engineer.....Carl Meeks

WGOV

VALDOSTA—EST. 1940

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. D. Rivers
Business Address.....Valdosta, Georgia
Phone Numbers.....1420-1
Studio Address Trans. Location....Park Ave.
Air Time .....18 Hrs. daily
News Service .....UP
Transcription Service.....World, M. M. Cole
Representative.....Hal Holman
Membership ..... NAB
President-Owner.....E. D. Rivers
Station Manager.....John R. Barlett
Program Director.....Walter E. Barden
Chief Engineer.....Don Ellis

WRQN

VIDALIA—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address .....Vidalia, Ga.
Phone Number 327
Transmitter Location.....N.S. U.S. Route 280,
¾ mile W. Vidalia
Air Time.....6:30 a.m.-11:05 p.m.
News Service.....UP
Transcription Service.....World
Membership ..... NAB
President.....M. F. Brice
Program Director.....Bill Harbeson
General Manager.....R. W. Sockwell
Commercial Manager.....Bob Moran
Chief Engineer.....W. G. Jones

WAYX

WAYCROSS—EST. 1936

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address..1600 Carswell Ave.
Phone Number 9-6-5
Transmitter Location.....Route 4
Air Time.....7 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Cole
Representative .....Hal Holman
Membership .....NAB, BMB
Owner .....Jack Williams
General-Station-Commercial
Manager.....John J. Tobola
Sales Promotion Manager, Chief
Announcer .....Raymond Williamson
Program Director.....Miss Gwen Crosby
Production Manager.....Clyde C. Davis
Publicity Director.....Miss Dorothy Smith
Chief Engineer.....John E. Legare
Farm Editor.....C. L. Blalock

WRLD

WEST POINT—EST. 1944

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business Address.....Box 191
Phone Number 437
Studio Address....West Point, Ga., Lanett, Ala.
Transmitter Location .....Lanett, Ala.
Air Time.....6 a.m.-12 p.m.;
7 a.m.-11:15 p.m. Sun.
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB, BMB
President-Gen. Mgr.....L. J. Duncan
Station-Comm.-Sales Prom. Mgr....Perry Elliott
Program Director.....Eileen Love
Production Manager.....Dorothy Forrester
Chief Announcer.....Walter Spiro
Chief Engineer.....Alfred Hammock

IDAHO

Estimated Population 488,000—% Increase —7.0—Radio Homes 121,867
Farms with Radios 36,660—Stations in State 20

KDSH

BOISE—EST. 1947

CBS

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By..Boise Valley Bcstrs, Inc.
Business-Studio Address..Radio Center Bldg., 311 N. 10th St.
Phone Number.....Boise 6820 or 6821
Transmitter Location..R. No. 2, Meridian, Idaho
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Saul Haas
General Manager & Vice President .....Westerman Whillock
Associate Manager, Treasurer, Sales Mgr., Promotion Manager, Program Director.....Earl Glade, Jr.
Publicity Director.....Shirley Silvers
Chief Announcer.....Frank Watkins
Musical Director.....George Ganz, Jr.
Chief Engineer.....James A. Johntz, Jr.

KGEM

BOISE—EST. 1946

ABC—ROCKY MT. BCSTG. SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Idaho Bcstg. & Television Co.
Business-Studio Address.....Owyhee Hotel
Phone Number 533
Transmitter Location.....4th & Roosevelt
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service .....Capitol
Representative.....The Katz Agency
Membership .....NAB
President, Gen. Mgr.....Fentress H. Kuhn
Station-Commercial Mgr...Kenyon R. Bennett
Sales Promotion Mgr.....Bert L. Johnson
Program Director.....Newell R. Tripp
Production Manager, Publicity Director .....Harry Waterstone
Chief Announcer.....Bruce Vanderhoof
Musical Director.....Donald C. Bishop
Chief Engineer.....Richard W. Egelston
Farm Editor.....Earl Darr

KIDO

BOISE—EST. 1928

NBC—IDAHO-UTAH NETWORK

Frequency: 1380 Kc....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By.....KIDO, Inc.
Business-Studio Address.....Hotel Boise
Phone Number 660
Transmitter Location.....4 mi. N.W. of City
Air Time....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP, UP
Transcription Service.....Standard, World
Representative .....John Blair
Membership .....NAB, BMB
President .....Georgia Davidson
General-Station Manager..Walter E. Wagstaff
Commercial Manager.....Boyd Braithwaite
Sales Promotion Manager, Publicity Director .....Peter Brooks
Program Director.....Hub Warner
Production Manager.....Wilder Wylie
Chief Announcer.....Vern Moore
Musical Librarian.....Joe Maggio
Chief Engineer.....Harold Toedtemeier
Farm Editor.....Rulon Bradley

KBIO

BURLEY—EST. 1946

ABC—ROCKY MOUNTAIN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica L. Longston
Business-Studio Address.....Box 461
Phone Number 10
Transmitter Location..1¼ mi. W. of Burley on highway 30
Air Time....6:30 a.m.-11 p.m.; 8 a.m.-10 p.m., Sun.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President-Owner.....Jessica L. Longston
General Manager.....James L. Hamstreet
Commercial Manager.....Rudy Rankin
Sales Promotion Manager....Frank K. Clark
Program Director.....Jean MacLean
Chief Engineer.....Gerald Ekker

KCID

CALDWELL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business Address.....819 Main St.
Phone Number.....1540
News Service .....UP
Transcription Service .....World
President.....J. T. La Fond
V.P.-Gen. Mgr.-Comm. Mgr.....H. R. McCosh
Program Director.....Helen McCosh
Chief Engineer.....Don Bower

KVNI

COEUR d'ALENE—EST. 1946

MBS—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone Number 1250
Transmitter Location.....Blackwell Island
Air Time..7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Representative....Gilman, Nichol & Ruthman
Membership .....NAB
President.....Burl C. Hagadone
Station-Commercial-Sales Promotion Manager.....C. E. Rodell
Program Director, Production Manager, Publicity Director.....Bernard V. Merriman
Chief Announcer.....Johnnie Maxson
Musical Director, Farm Editor .....Howard Carpenter
Chief Engineer.....Howard Oleson

KID

IDAHO FALLS—EST. 1927

MBS—INTERMOUNTAIN—KBS

Frequency: 1350 Kc...5000 Watts d.; 500 W. n.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Hotel Bonneville
Phone Number 4
Transmitter Location.....Ammon Highway
Air Time.....18 hrs. daily; 15 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....Avery Knodel
Membership .....NAB
President, General-Station Mgr...Cecil E. Hart
Commercial Manager.....Leonard Wasden
Sales Promotion Manager, Publicity Director, Farm Editor.....Roy L. Southwick
Program Director, Production Manager.....James H. Lawrence
Chief Announcer.....Robert Fleming
Musical Director.....James Denton
Chief Engineer.....C. N. Layne

KIFI

IDAHO FALLS—EST. 1947

ABC—GEM STATE-ROCKY MT. BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....339 Broadway
Phone Number 1054-5
Transmitter Location....Yellowstone Highway
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Pres.-Gen. Mgr.....J. M. Brady
Station Manager, Farm Editor..Chas. Crabtree
Commercial-Sales Promotion Manager.....Dan W. Kelly
Program Director, Production Manager .....Keith Clarke
Publicity Director.....Jerry Browne
Chief Announcer.....Lloyd Meecham
Chief Engineer.....Blaire Nelson

KYNG (CP)

IDAHO FALLS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Idaho Falls Bcstg. Co.
Business Address.....295 13th St.

KRLC

LEWISTON—EST. 1935

MBS—DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number 1950
Transmitter Location.....Lewiston Orchards
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative....Gilman, Nichol & Ruthman
Membership .....NAB, BMB
President-Owner.....H. E. Studebaker
General-Station Manager.....Donald Thomas
Commercial Manager.....Robert Taylor
Program Director.....Virginia Taylor
Production Manager.....William Watts
Chief Announcer.....Ed Triplett
Chief Engineer.....Gene Wilson

KRPL

MOSCOW—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Interstate Radio, Inc.
Business Address.....P. O. Box 207
Phone Number 2283
Transmitter-Studio Location.....Route 3
Air Time..5 a.m.-12 M.; 9 a.m.-9:30 p.m., Sun.
News Service .....AP
Transcription Service.....World, Cole
Representative.....W. S. Grant Co.
Membership .....NAB, BMB
President.....Ted R. Farrier
General-Station Manager, Program Director, Production Manager, Publicity Director .....Bert McAllister
Commercial-Sales Promotion Manager.....Jack H. Goetz
Chief Engineer.....Herbert D. Young

KFXD

NAMPA-BOISE—EST. 1922

MBS—INTERMOUNTAIN NETWORK

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By....Frank E. Hurt & Son
Business Address: Main Office: 1024 12th Ave. So., Nampa, Idaho
Phone Number.....Nampa 1200; Boise 750
Studio Addresses: Nampa—1024 12th Ave. So.; Boise: 809 Main St.
Transmitter Location: Midway between Nampa and Boise, Idaho.
Air Time.....6 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service: Thesaurus, SESAC, Lang-Worth.
Representative .....Avery - Knodel
Membership .....NAB
President-Owner, General ..Manager .....Frank E. Hurt
Station-Commercial Manager.....Doyle Cain
Program Director, Production Manager .....Shirl Black
Musical Director.....Donna Luker
Chief Engineer.....Edward P. Hurt

KEIO

POCATELLO—EST. 1946

ABC—ROCKY MT. BROADCASTING CO.—GEM STATE NETWORK

Frequency: CP 1440 Kc..Power: CP 1000 Watts
Owned-Operated By: Eastern Idaho Broadcasting & Television Co.
Business-Studio Address.....Hotel Bannock
Phone Number.....3400
Transmitter Location.....Pole Line Rd.
Air Time.....7 a.m.-12 M.
News Service .....AP
Transcription Service.....Thesaurus
Representative.....The Katz Agency
Membership .....NAB
President.....James M. Brady
General-Station Manager.....John R. Taylor
Commercial-Sales Promotion Manager.....James H. Schoonover
Program Director, Production Manager.....Don Reber
Chief Engineer.....Randell Sorenson

KEYY

POCATELLO—EST. 1946

MBS—INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Radio & Television Bcstg Co. of Idaho
Business-Studio Address: Yellowstone Highway
Phone Number.....1240
Transmitter Location: Yellowstone Highway
Air Time.....6:40 a. m.-11:15 p. m.
News Service .....AP
Transcription Service.....World
Representative .....Avery-Knodel
Membership .....NAB
President, General-Station Manager.....Calvin L. Hale
Commercial-Sales Promotion Manager, Publicity Director: Zendell M. Hale
Program Director.....Tina A. Whitaker
Production Manager.....William M. Rieske
Chief Announcer, Musical Director.....Dean Buchanan
Chief Engineer.....Julian Dennis
Farm Editor.....Drew Dunn

KSEI

POCATELLO—EST. 1926

NBC—UTAH-IDAHO

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Service Corp.
Business-Studio Address: Yellowstone Highway
Phone Number.....960
Transmitter Location.....Six mi. N. Pocatello
Air Time.....6a.m.-12 M; 7 a.m.-12 M., Sun.
News Service.....UP
Transcription Service: Standard, Lang-Worth, Cole.
Representative.....The Walker Co.
Membership.....NAB, BMB
President.....O. P. Soule
General-Commercial Manager.....Harry H. Fletcher
Sales Promotion Manager, Publicity Director.....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call

KLIX

TWIN FALLS—EST. 1946

ABC—ROCKY MOUNTAIN BCSTG. SYSTEM—GEM STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned By: Southern Idaho Bcstg. & Tele'n Co.
Operated By.....Frank C. McIntyre
Business-Studio Address.....Elizabeth Blvd.
Phone Number.....2484
Transmitter Location.....Elizabeth Blvd.
Air Time: 5:55 a.m.-12:05 a.m.; 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....The Katz Agency
Membership .....NAB
General-Station Manager....Frank C. McIntyre
Sales Manager: (National) Frank C. McIntyre; (Local) Juneau H. Shinn.
Sales Promotion Manager, Farm Editor, Administrative Assistant...Ian Elliot
Production Manager.....Charles Neeley
Chief Announcer.....Joe Gibney
Musical Director.....Earl Sterling
Chief Engineer.....Lloyd James

KTFI

TWIN FALLS—EST. 1928

NBC—UTAH-IDAHO

Frequency ..... 1270 Kc.
Power ..... 5000 Watts D.; 1000 Watts N.
Owned-Operated By ..... Radio Bcstg. Corp.
Business-Studio Address .... 241 Main Ave. W.
Phone Number 2400
Transmitter Location ..... Highway 30
Air Time ..... 6 a. m.-12 M.
News Service ..... UP
Transcription Service .... Standard, Langworth
Representative .... Weed & Co.; John Keating
Membership ..... NAB, BMB
President ..... O. P. Soule
General-Station Manager ..... F. M. Gardner
Commercial Manager, Sales Promotion Manager ..... K. W. Montgomery
Program-Publicity Director ..... Lenore Parker
Production Manager, Chief Announcer ..... John Edington
Musical Director ..... Anne Streifus
Chief Engineer ..... George Malone
Farm Editor ..... Jack Farrar

KVMV

TWIN FALLS—EST. 1946

MBS—INTERMOUNTAIN

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Radio Sales Corp.
Business-Studio Address: 126½ Shoshone St., E.
Phone Numbers 2002-3
Transmitter Location ..... Blue Lakes Blvd.
Air Time ..... 6 a.m.-11:15 p.m.
News Service ..... UP
Transcription Service ..... World, Associated
Representative ..... Avery-Knodel
Membership ..... NAB
Sec.-Treas., Chief Engineer ..... F. Ver Cox
General-Commercial Manager, Publicity Director ..... John W. Thomas
Program Director ..... Gary Thomas
Production Manager .. William Stewart Daniels
Chief Announcer ..... John Barlow, Jr.

KWAL

WALLACE—EST. 1939

MBS-KBS

Frequency: 620 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Silver Bcstg. Co.
Business-Studio Address ..... Tabor Bldg.
Phone Numbers 330; 201
Transmitter Location ..... Osburn, Idaho
Air Time ..... 7 a.m.-12:00 M.
Transcription Service ..... World, SESAC
Membership ..... BMB
President ..... Dr. J. R. Binyon
General Manager ..... Robert G. Binyon
Station Manager, Chief Announcer ..... W. Mondell Spencer
Commercial Manager ..... Evan Lytle
Sales Promotion Manager ... Hobert Daugherty
Program-Publicity Director ..... Betty Spencer
Musical Director ..... Turner Dreher
Chief Engineer ..... John Backman
Farm Editor ..... Chas. Preston

KWEI

WEISER—EST. 1947

KBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Inland Bcst. Co.
Business Address ..... 455 W. Liberty St.

For the best in news quality . . .

AP

Membership!

"We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them, that have made us "One of the Family"—have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

JERSEYVILLE, ILL.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Illinois, until she moved to Carbondale, was among those interviewed last Monday on the WLS "Dinnerbell" program, broadcast last week direct from the state fair at Springfield.

MOWEAQUA, ILL.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hanley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Niagara Falls, The Grand Canyon of Penna., A tour of the Ford Plant in Detroit, Mich., and the WLS National Barn dance in Chicago.

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's most outstanding Future Farmers of America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

MONTICELLO, IND.—HERALD-JOURNAL
Wednesday, October 8, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whiteman and daughter Loretta of Idaville spent Saturday and Saturday evening in Chicago the guests of Mr. and Mrs. Ted Koepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

NILES, MICH.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klopfenstein's junior high school 8-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

PRINCETON, ILL.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, will tell how he found success under America's free enterprise system when he speaks at 6:30 a. m. Thursday over radio station WLS on the "Let's Go Visiting" program.

The story to be told over the air starts when Gerdes was in Germany and decided that Amerida was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and married in 1934, and acquired his own farm. Gerdes now has one of this territory's outstanding herds of Brown Swiss dairy cattle, including one cow which may establish a world's record in butterfat production. In another two months, if the cow calves, she will be awarded an official butterfat record certificate.

BROOKFIELD, ILL.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from the Gross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p.m. and will be carried over the nation by radio station WLS.

CASEY, ILL.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.

A Clear Channel Station **ABC AFFILIATE**

WLS CHICAGO 7

The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER President
GLENN SNYDER Manager

MANAGEMENT AFFILIATED WITH *The Arizona Network* ALL STATIONS AFFILIATED WITH CBS

KSUN
Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

KOY
PHOENIX
AL JOHNSON MANAGER
550 KILOCYCLES

KTUC
TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

ILLINOIS

Estimated Population 8,221,000—% Increase 4.1—Radio Homes 2,185,416
Farms with Radios 175,778—Stations in State 62

WOKZ (CP)

ALTON

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Illinois Alton Bcstg. Co.
Partners.....R. C. Goshorn, R. L. Rose

WMRO

AURORA—EST. 1938

KBS

Frequency: 1280 Kc.....Power: 250 Watts d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....Aurora, Ill.
Phone Number.....4215
Transmitter Location.....Aurora, Ill.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Keystone, Standard
Owner, General-Station Manager.....Martin R. O'Brien
Commercial Manager.....Vincent G. Cofey
Program Director.....Jeanne M. Doran
Chief Announcer.....Art Hellyer
Musical Director.....LaVerna Umland
Chief Engineer.....Ray Kitner
Farm Editor.....W. P. Miller

WIBV

BELLEVILLE—EST. 1947

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Belleville Bcstg. Co.
Business-Studio Address....2100 W. Main St.
Phone Number.....5000
Transmitter Location: Between E. St. Louis & Belleville, Ill.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard
Representative.....Hal Holman
Membership.....BMB
General-Station Manager.....Paul Wnorowski
Commercial-Sales Promotion Manager.....Marshall True
Program Director.....Joyce Pond Hatch
Production Manager, Chief Announcer.....Downey Hewey
Publicity Director.....Jerry Kessler
Musical Director.....H. B. Swift
Chief Engineer.....John Schultz
Farm Editor.....H. H. Swift

WJBC

BLOOMINGTON—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Bloomington Bcstg. Corp.
Business-Studio Address: 209 E. Washington St.
Phone Number.....5281
Transmitter Location: N. City Limits, Normal, Ill.
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB, BMB
President.....Loring C. Merwin
General Manager.....Hale Bondurant
Sales or Commercial Manager.....J. J. Hannie
Sales Promotion Manager.....Eldred Uhler
Program-Musical Director.....J. J. Glass
Production Manager....."Spec" Jontry
Publicity Director.....Helen Rediger
Chief Announcers..."Spec" Jontry; Bob Edell
Chief Engineer.....Fred L. Bailey
Farm Editor.....Clark Jontry

WKRO

CAIRO—EST. 1942

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....324 B'way, Cape Girardeau, Mo.
Phone Number.....1490
Transmitter Location.....Cairo
Air Time.....6:00 a.m.-10 p.m.; 8 a.m.-9 p.m. Sun.
News Service.....UP
Representative.....John E. Pearson Co.
Membership.....NAB, BMB
Pres.-Chief Engr.....Oscar C. Hirsch
Gen.-Comm. Manager.....Merrill C. Currier
Program Director.....Bernice Currier

WBYS

CANTON—EST. 1947

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Operated By..Fulton County Bcstg. Co.
Business-Studio Address.....E. Linn Limits, P.O. Box 554
Phone Number.....1877
Transmitter Location.....E. Linn Limits
Air Time.....Local sunrise to local sunset
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB
President.....Harold R. Winsor
General-Station-Commercial Manager.....Cletus H. Quick
Sales Promotion Manager...Robert E. McElroy
Program-Publicity Director, Chief Announcer.....Robert Boone
Production Manager.....Eugene C. Springer
Musical Director.....Bette Rigney
Chief Engineer.....Jonn Stockberger
Farm Editor.....John G. Wolfe

EXTRA

RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequaled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
OnYourDial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc.....Power: 1000 Watts d.
Owned-Operated By....Southern Illinois Bcstg.
Business-Studio Address.....219 W. Main St.
Phone Numbers.....167, 765
Transmitter Location: 2 mi. W. of Carbondale, Ill.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World
Representative .....Taylor-Howe-Snowden
Membership.....NAB, BMB
Partners: Paul F. McRoy, John H. Sering, Ann E. Sering.
General Manager.....Paul F. McRoy
Commercial Manager.....Walter C. Schafer
Program Director.....Don Boudreau
Chief Engineer.....Marion Sawyer

WCAZ

CARTHAGE—EST. 1922

Mississippi Valley Network

Frequency: 990 Kc.....Power: 1000 w. d. only
Owned-Operated By..Superior Bcstg Serv., Inc.
Business Address....Marine Trust Co. Bldg.
Phone Number 520
Studio Address.....Carthage; Macomb, Ill.
Transmitter Location.....RFD, Carthage, Ill.
Air Time.....Daytime
Transcription Service.....Capitol
News Service .....UP
Membership .....BMB
President-Chief Engineer.....Bob Compton
General-Commercial Manager....John Palmer
Program Director.....Antoinette C. Palmer

WCNT

CENTRALIA—EST. 1946

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Hobart Stephenson
Business Address.....Centralia, Illinois
Phone Number.....234
Studio, Transmitter Location: Centralia, Ill., Highway #51 North.
Air Time.....Daytime—sunrise to sunset
News Service .....UP
Transcription Service....Thesaurus, Langworth
Station Representative.....Sears & Ayers
Membership.....NAB, BMB
Owner-Manager.....Hobart Stephenson
Program Director.....Anne Collins
Chief Engineer.....Hobart G. Stephenson, Jr.

WDWS

CHAMPAIGN-URBANA—EST. 1936

CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....The News-Gazette, Inc.
Business-Studio Address.....48 Main St.
Transmitter Location.....S. of Champaign
Air Time.....16 hrs. daily
News Service .....UP
Transcription Service.....World
Representative.....Radio Adv. Co.
Membership .....NAB
President.....Mrs. D. W. Stevick
Director.....Frank R. Mills

WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc.....Power: 1000 Watts d.
Owned-Operated By: Drovers Journal Publishing Co.
Business Address.....836 Exchange Ave.
Phone Numbers: Yards 0080; (Studio) Randolph 1932
Studio Address: Palmer House, State & Monroe.
Transmitter Location: Exchange Bldg. Union Stock Yards.
Air Time.....6 a. m to local sundown
News Service .....UP
Transcription Service..... Standard
Representative.....George P. Hollingbery
Membership ..... NAB
President.....Ward A. Neff
General Manager.....Wm. E. Hutchinson
Sales-Commercial Manager: Bradley R. Eidman
Sales Promotion Manager, Publicity Director.....Ben V. Kirk
Program Director, Production Manager .....Cynthia Coyle
Chief Engineer.....Carl W. Ulrich

WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By:.....Radio Station WAIT
Business-Studio Address: 360 N. Michigan Ave.
Phone Number.....Franklin 0660
Transmitter Location.....Elmhurst, Ill.
Air Time.....Local sunrise to local sunset
News Service .....UP
Transcription Service.....Associated, SESAC, Lang-Worth, MacGregor
Representative ..... Taylor-Howe-Snowden
President.....Gene T. Dyer
General-Commercial Manager.....S. M. Aston
Program Director.....Lorraine Dwyer
Chief Engineer.....Edward Jacker

WBBM

CHICAGO—EST. 1923

CBS

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By: The Columbia Bcstg. System, Inc.
Business-Studio Address: 410 N. Michigan Ave.

Phone Number.....Whitehall 6000
Transmitter Location.....Itasca, Ill.
Air Time:.....5 a.m.-1:30 a.m.
News Service.....AP, INS, UP
Transcription Service: AMP, World, Lang-Worth
Representative .....Radio Sales
Membership.....NAB, BMB
General Manager.....H. Leslie Atlass
Station Manager.....Frank Falknor
Commercial Manager.....Erwin Shomo
Sales Promotion Manager.....Arthur Duram
Program Director.....Valentine Sherman
Production Manager.....Jack Sexton
Publicity Director.....Don Kelley
Chief Announcer.....Bill Duane
Musical Director.....Caesar Petrillo
Chief Engineer.....George Sherman
Farm Editor .....Harry Campbell

WCBD

CHICAGO—EST. 1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Operated By.....Christian Catholic Church
Business Address.. Administration Bldg., Zion, Ill.
Air Time .....Limited
General Overseer.....Michael J. Mintern

WCFL

CHICAGO—EST. 1928

ABC

Frequency: 1000 Kc.....Power: 10,000 Watts
Owned-Operated By: Chicago Federation of Labor.
Business-Studio Address: 666 Lake Shore Dr.
Phone Number.....Superior 5300
Transmitter Location.....Downers Grove, Ill.
Air Time.....6 a.m.-12 M.; 7:15 a.m-12 M., Sun.
News Service .....UP
Transcription Service.....Associated
Representative.....The Katz Agency
General Manager.....Maurice Lynch
Station Manager, Program Director.....Howard Keegan
Commercial-Sales Promotion Manager.....Melvin Wolens
Production Manager .....Jack Odell
Publicity Director, Chief Announcer.....Frank McGivern
Musical Director.....Jack Kelly
Chief Engineer.....Charles Willet

WCRW

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 100 Watts d.
Owned-Operated By.....Clinton R. White
Business-Studio Address: 2756 Pine Grove Ave.
Phone Number.....EAStgate 6860
Transmitter Location....2756 Pine Grove Ave.
Air Time.....Share time
Transcription Service.....C. P. MacGregor
Owner, Chief Engineer.....Clinton R. White
General Manager.....J. A. White

WEDC

CHICAGO—EST. 1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Business-Studio Address..3860 W. Ogden Ave.
Phone Number.....Crawford 4100
Transmitter Location.....3860 W. Ogden Ave.
Air Time: 8:30 a.m.-10 a.m.; 3:30 p.m.-5 p.m.; 7 p.m.-10 p.m.; 10 p.m.-11 p.m.; 12 M.-6 a.m. d.
News Service .....UP
Owner .....Emil Denemark
General-Station-Commercial-Sales Promotion Manager.....Frank J. Kotnour
Program Director, Production Manager, Publicity Director, Chief Announcer .....Bill Mack
Musical Director.....William P. Brady
Chief Engineer.....Chester Lewicki

WENR

CHICAGO—EST. 1923

ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Address.....20 No. Wacker Dr.
Phone Number.....Delaware 1900
Studio Address.....Merchandise Mart, 222 W. N. Bank Dr.
Transmitter Location.....Tinley Park, Ill.
Air Time.....Unlimited
News Service.....AP; INS; UP
Transcription Service.....Standard
Membership .....NAB, BMB
Pres. (ABC).....Mark Woods
Vice-Pres. in charge of ABC Central Division.....E. R. Borroff
Gen.-Comm. Manager.....Roy McLaughlin
Promotion Manager.....Karl R. Sutphin
Program Director.....Harold Stokes
Chief Engineer.....E. C. Horstman

WGES

CHICAGO—EST. 1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Station WGES
Business-Studio Address....2708 Washington Blvd.
Phone Number.....Sacramento 1700
Transmitter Location.....86th & Kedzie
Air Time.....7 a.m.-12 M.
News Service .....AP
Transcription Service.....Associated
General Manager.....John A. Dyer
Commercial Manager.....E. M. Hinzman
Program Director.....Herbert Rudolph

WGN

CHICAGO—EST. 1924

MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned-Operated By.....WGN, Inc.
Business-Studio Address: 441 N. Michigan Ave.
Phone Number.....Superior 0100
Transmitter Location.....Roselle, Ill.
Air Time.....19½ hrs. daily
News Service.....AP, INS, UP, Reuters
Transcription Service .....Standard
Representative.....Keenan & Eickelberg
Membership.. ..... BMB
President.....Col. Robert R. McCormick
Manager.....Frank P. Schreiber
Asst. Manager.....Paul C. Brines
Commercial Manager....Wm. A. McGuineas
Sales Promotion Manager....Wm. C. Meyers
Program Supervisor.....Buckingham Gunn
Commercial Pgm. Dir.....Walter J. Preston
Production Manager.....Edmund F. Kahn
Public Relations Director.....Bruce W. Dennis
Supervisor of Annrcrs.....Raymond Taylor
Musical Director.....Henry Weber
Director of Engineering.....Carl J. Meyers
Farm Editor.....Harold Totten

(See Page 398)

WIND

CHICAGO—EST. 1927

MIDWEST BASEBALL NETWORK

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By: Johnson Kennedy Radio Corp.
Business-Studio Address: 400 N. Michigan Ave.
Phone Number.....Whitehall 2170
Transmitter Location.....Gary, Ind.
Air Time.....Full Time
News Service.....AP, UP
Transcription Service.....Standard
Representaitve.....John E. Pearson
Membership ..... NAB
President.....Paul V. Harper
General-Station Manager.....Ralph L. Atlass
Commercial Manager.....John T. Carey
Sales Promotion Manager.....Alex V. Tellis
Program Director.....Howard A. Miller
Chief Engineer.....Kenneth C. Shirk

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By.....Field Enterprises, Inc.
Business-Studio Address: 230 N. Michigan Ave.
Phone Number.....State 5466
Transmitter Location.....DesPlaines, Ill.
Air Time....4:00 a.m.-Salt Lake City sundown
News Service..... UP
Transcription Service: Associated, Cole, Capitol
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Marshall Field
General-Station Manager.....Arthur F. Harre
Commercial Manager.....Fred G. Harm
Sales Promotion, Publicity Director...Ed Short
Program Director, Production Manager.....Mark Russell
Chief Announcer.....Frank Sweeney
Musical Director.....Ken Nelson
Chief Engineer.....Walt Myers
Farm Editor.....Russ Salter

WLS

CHICAGO—EST. 1924

ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned By.....Prairie Farmer Publishing Co.
Operated By.....Agricultural Bcstg. Co.
Business-Studio Address: 1230 W. Washington Blvd.
Phone Number.....Monroe 9700
Transmitter Address.....Tinley Park, Ill.
Air Time: 14 hrs. daily, shares time with WENR
News Service.....AP, INS, Transradio, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BMB
President.....Burridge D. Butler
General Manager.....Glenn Snyder
Treasurer.....George Cook
Sales Manager.....C. M. Freeman
Commercial Manager.....Harold Safford
Sales Promotion Manager...Donald Finlayson
Program Director.....John Baker
Production Manager.....Al Boyd
Publicity Director.....Wilma Gwilliams
Chief Announcer.....Jack Holden
Musical Director.....O. Westley
Chief Engineer.....Tom Rowe
Farm Editor.....Arthur C. Page

(See Page 396)

WMAQ

CHICAGO—EST. 1922

NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address..222 W. North Bank Drive.
Phone Number.....SUPerior 8300
Transmitter Location.....Elmhurst, Ill.
Air Time: Sun.—8 a.m.-1 a.m.; Mon.—5:30 a.m.-1 a.m.; Tues. thru Sat.—5:30 a.m.-2 a.m.
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, Standard
Representative.....NBC National Spot Sales
Membership .....NAB, BMB
President (NBC).....Niles Trammell
General-Station Manager.....I. E. Showerman
Commercial Manager.....Oliver Morton
Program Director.....Jules Herbuveaux
Production Manager.....Arthur Jacobson

Publicity Director.....John F. Ryan
Chief Announcer.....William Kephart
Musical Director.....Joseph Gallicchio
Chief Engineer.....Howard C. Luttgens
Farm Editor.....Everett Mitchell

WMBI

CHICAGO

Frequency: 1110 Kc.....Power: 5000 Watts
Owned-Operated By.....The Moody Bible Institute of Chicago
Business Address.....153 Institute Pl.
Phone Number.....Michigan 1570
News Service .....UP
Representative ..... World
President.....Dr. William Culbertson
General Manager.....Robert L. Constable
Program Director.....Robert Parsons
Chief Engineer.....A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power 250 Watts
Owned-Operated By.....Radio Station WSBC
Business-Studio Address: 2400 W. Madison St.
Phone Number.....Monroe 9060
Transmitter Location.....2400 W. Madison St.
Air Time: 6 a.m.-8:30 a.m.; 10 a.m.-11 a. m.; 2-3:30 p.m.; 8 p.m.-10 p.m.; 11 p.m.-12 M.
News Service.....UP
Transcription Service.SESAC, Cole, MacGregor, Associated.
Representative .....Forjoe
General-Station Manager, Program Director.....Robert O. Miller
Commercial-Sales Promotion Manager .....Julius Miller
Publicity-Musical Director.....Arnold B. Miller

WHFC

CICERO—EST. 1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Address.....6138 W. Cermak Rd.
Transmitter Location.....6138 W. Cermak Rd.
Air Time.....7:00 a.m.-12 M.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Membership ..... NAB

WHOW

CLINTON—EST. 1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. Co.
Business Address.....401½ S. Side Sq.
Phone Number 305
News Service .....UP
Transcription Service .....Standard
Representative ..... Cooke
President .....Keith Rhea
General Manager.....H. E. Rhea
Program Director.....Fred Harrison
Chief Engineer.....H. O. Trummel

WDAN

DANVILLE—EST. 1938

CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: Northwestern Publishing Co.
Business-Studio Address: Hotel Wolford, 202 N. Hazel St.
Phone Numbers 1700-1
Transmitter Location: Woodlawn & Washington Sts.
Air Time.....6:45 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....J. P. McKinney
Membership.....NAB, BMB
General Manager.....E. C. Hewes
Station-Commercial-Sales Promotion Manager.....Robert J. Burow
Program Director.....Honore E. Ronan
Chief Announcer.....Max Shaffer
Chief Engineer.....T. G. Magin

WSOY

DECATUR—EST. 1924

CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Commodore Bcstg., Inc.
Business-Studio Address: 351-357 N. Main St.
Phone Number.....5371
Transmitter Location: 1891 N. Oakland Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service..Lang-Worth, Associated
Representative.....Weed & Co.
Membership.....NAB, BMB
President.....F. W. Schaub
General-Station Manager.....Merrill Lindsay
Commercial-Sales Promotion Manager.....Chas. F. Bruce
Program Director.....Bernard J. Johnson
Publicity Director.....Jane Logan
Chief Engineer.....Milburn H. Stuckwish

WLBK

DE KALB—EST. 1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By....DeKalb Radio Studios
Business Address.....153½ N. Third St.
Phone Number 2677
News Service .....AP
Transcription Service.....Thesaurus, Cole
Owners.....Roland Wallem, T. A. Lanes
Business Manager.....Roland Wallem
Commercial Manager.....T. A. Lanes
Program Director.....T. A. Lanes
Chief Engineer.....Charles Green

WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....On the Air, Inc.
Address...Broadview Hotel, 5th and Broadway
Phone Number....East 4390 and Bridge 3424
Studio Address.....Broadview Hotel, East St. Louis, Mo.; Arcade Bldg., St. Louis, Mo.
Transmitter Location.....Broadview Hotel, 5th and Broadway
Air Time.....Full Time
News Service.....UP
Transcription Service.....World, Cole
Representative .....Weed
Membership.....NAB, BMB
Owners.....Clarence Leich, Henry B. Walker
Gen.-Commercial Mgr.....Frank J. Prendergast
Asst. Gen. Mgr.....Elmer Willrich
Prom. Mgr.....Henry Hoffman
Program Director.....Paul M. Enright
Chief Engineer.....Erle E. White

WCRA

EFFINGHAM—EST. 1947

Frequency: 1090 Kc.....Power: 250 Watts
Owned-Operated By: Effingham Bcstg. Co., Inc.
Business Address.....Box 568
Phone Number.....1090
Studio Address.....112½ N. Banker St.
Transmitter Location.....SW of city
Air Time.....Daytime only
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....Hal Holman
Membership.....NAB, BMB
President.....Willard L. Thompson
General-Station Manager: Willard L. Thompson
Commercial Manager: Joseph E. McNaughton
Program Director.....Mabel L. Thompson
Chief Announcer.....Andy James
Chief Engineer.....Scott Franklin
Farm Editor.....Willard L. Thompson

WRMN (CP)

ELGIN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Elgin Bcstg. Co.
Partners....George A. Ralston, Jerry C. Miller

WNMP

EVANSTON—EST. 1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Evanston Bcstg. Co.
Business-Studio Address.....2201 Oakton St.
Phone Number.....Greenleaf 1590
Transmitter Location.....2201 Oakton St.
Air Time.....Daytime
News Service.....INS
Transcription Service .....Standard
Membership .....NAB
President.....Fred S. Newton
General-Station Manager.....Angus D. Pfaff
Program Director.....Wayne Griffin
Publicity Director.....Jack Angell
Chief Engineer.....Schnedorf

WFRL

FREEPORT—EST. 1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Freeport Bcstg. Co.
Business-Studio Address....9 N. Chicago Ave.
Phone Number.....State 436-437
Transmitter Location: 1½ miles N.E. of Center of town.
Air Time.....Local sunrise-local sunset.
News Service.....AP
Transcription Service.....World, Thesaurus
Representative.....Donald Cook
Membership.....NAB, BMB
Owners: Vincent S. Barker & Gladys J. Barker
General-Station Manager, Chief Engineer .....Dave Taylor
Program Director, Production Manager, Chief Announcer.....Bud Houghton
Publicity Director.....Dick Carroll
Musical Director.....Gladys Barker
Farm Editor.....Cyril Nelson

WGIL

GALESBURG—EST. 1938

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone Number.....4626
Transmitter-Studio Location.....Hill Arcade
Air Time.....6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Donald Cooke
Membership.....NAB, BMB
President-Owner.....Mrs. L. A. Pritchard
General-Station-Sales Promotion Manager.....E. J. Huber
Sales or Commercial Manager....Lee Kramer
Program Director.....Betty Harler
Chief Announcer.....Dwight B. Olson
Chief Engineer.....Lee Rector

WEBQ

HARRISBURG—EST. 1923

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harrisburg Bcstg. Co.
Business-Studio Address.....100 E. Poplar St.
Phone Number.....Harrisburg 28
Air Time .....6 a.m.-10 p.m.

News Service.....UP
Membership.....NAB, BMB
General-Station-Commercial
Manager.....Inglis M. Taylor
Sales Promotion-Production
Manager.....Ken Hamilton
Program Director.....Wanda R. Owen
Publicity Director.....Eddie Wise
Chief Engineer.....Joseph R. Tate
Farm Editor.....Tom Land

WJPF

HERRIN—EST. 1940

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned- Operated By.....Orville W. Lyerla
Business Address.....P. O. Box 179
Phone Numbers.....382-3
Studio Address.....Herrin, Ill.
Transmitter Location.....2.2 mi. N. of Herrin
Air Time.....17 hrs., 15 min. daily
News Service.....UP
Transcription Service.....Standard, SESAC
Representative.....John E. Pearson
Membership.....NAB, BMB
Owner.....Orville W. Lyerla
General-Station Manager.....Chas. R. Cook
Commercial Manager.....Fred Simmons
Program Director.....Doug Hadley
Publicity Director.....Fred Reinhardt
Chief Engineer.....Gino Monaco

WLDS

JACKSONVILLE—EST. 1941

KBS

Frequency: 1180 Kc.....Power: 1000 Watts
Owned-Operated By: Milton Edge & E. J. Korsmeyer.
Business-Studio Address: Fox-Illinois Theater Bldg.
Phone Number.....1180
Transmitter Location: One and a half mi. E. of Jacksonville.
Air Time.....Local sunup to local sundown
News Service.....UP
Transcription Service.....Standard
Representative.....Hal Holman
Membership.....NAB, BMB
General-Station-Commercial
Manager.....E. J. Korsmeyer
Production Manager.....T. J. Fairburn
Musical Director.....Virginia Colwell
Chief Engineer.....G. J. Cassens

WJOL

JOLIET—EST. 1926

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Joliet Bcstg. Co.
Operated By.....R. L. Bowles
Business-Studio Address.....601 Walnut St.
Phone Number.....4761
Transmitter Location.....601 Walnut St.
Air Time.....7 a.m.-12 M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
Vice-President, General-Station Manager, Program Director, Production
Manager.....R. L. Bowles
Commercial-Sales Promotion
Manager.....J. B. Kirby
Publicity Director.....Harry Spurrier
Musical Director.....Joseph Lyons
Chief Engineer.....Robert Schmidt
Farm Editor.....Jack Swart

WKAN

KANKAKEE—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By: Kankakee Daily Journal Co.
Business-Studio Address: 183 N. Schuyler Ave.
Phone Number.....Main 6500
Transmitter Location.....RR 1
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World, Standard
Membership.....NAB
President.....Leslie C. Small
Vice-President.....Burrell Small
Station Manager.....Bruce Brown
Commercial Manager.....Morris Mindel
Program Director.....Wayne Center
Chief Engineer.....Robert Harrell

WLPO

LA SALLE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By La Salle County Bcstg. Co.
Business Address.....Medical Arts Bldg.
Phone Number.....3100
News Service.....AP
Transcription Service.....World, Lang-Worth
Partners....F. F. McNaughton, Louis F. Leurig
Gen. Commercial Mgr.....William Holm
Promotion Mgr.....Joseph A. Terrando
Program Director.....Don Grantham
Chief Engineer.....J. Harold White

WKAI

MACOMB—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 250 Watts
Owned-Operated By..The Macomb Bcstg. Co.
Business-Studio Address.....113 E. Carroll St.
Phone Number.....1350
Transmitter Location.....¼ mi. E. of Macomb
Air Time.....Daytime

News Service ..... UP
Transcription Service ..... Thesaurus, SESAC
Membership ..... NAB
President ..... James C. Bailey
Act'g General Manager ..... J. C. Bailey
V. P.-Commercial Manager .... Lyle B. Landis
Program Director, Chief Announcer ..... Eugene F. Spry
Musical Director ..... Anne Graham
Chief Engineer ..... Leo Wilson
Farm Editor ..... John McCaughey

WLBH

MATTOON—EST. 1946

Frequency: 1170 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Mattoon Bcstg. Co.
Business-Studio Address: 17th & Broadway Av.
Phone Number 3800
Transmitter Location: ¾ Mi. N. of Matton on Highway 45.
Air Time ..... Local sunrise to local sunset
News Service ..... AP
Transcription Service ..... Standard, SESAC
Membership ..... NAB
General-Station Manager ..... J. R. Livesay
Commercial Manager ..... Rolland O. Looper
Program Director ..... Robert F. LaMere
Musical Director ..... Ken Jakle
Chief Engineer ..... Ray Livesay
Farm Editor ..... Roy Freeman

WQUA

MOLINE—EST. 1946

MBS

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Moline Bcstg. Corp.
Business-Studio Address ..... 1319 5th Ave.
Phone Number 7000
Transmitter Location ..... 7th St. Ext.
Air Time ..... 17½ hrs. daily
News Service ..... AP
Transcription Service ..... World
Representative ..... Taylor-Howe-Snowden
Membership ..... NAB
President, General-Station-Sales Promotion Manager, Publicity Director ..... Bruff W. Olin, Jr.
Sales Commercial Manager, Vice-President ..... Marvin L. Rosene
Production Manager ..... Don Stevens
Chief Engineer ..... Larry Lynch

WMIX

MT. VERNON—EST. 1946

Frequency: 940 Kc. .... Power: 1000 Watts d.
Owned-Operated By: Mt. Vernon Radio & Television Co.
Business-Studio Address ... 121½ N. Ninth St.
Phone Number 3500
Transmitter Location ..... Salem Rd.
Air Time ..... Local sunrise-local sunset
News Service ..... AP
Transcription Service ..... World, Standard
Representative ..... John E. Pearson
Membership ..... NAB
President ..... John Russell Mitchell
General-Station-Sales Promotion Manager, Publicity Director ..... Art Milward
Commercial Manager ..... Sam Virts
Program Director, Production Manager ..... William Miller
Chief Announcer ..... Dudley Townsend
Musical Director ..... Aline Benoist
Chief Engineer ..... Adrion Miller
Farm Editor ..... Ed Brooks

WVLN

OLNEY—EST. 1947

Frequency: 740 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Olney Bcstg. Co.
Business Address ..... 302 E. Main St.
Phone Number 935
News Service ..... AP
Transcription Service ..... Capitol, Keystone
Representative ..... Holman
President-General Mgr. ..... Marshall A. Poole
Commercial Mgr. ..... Harry A. Bauer
Promotion Manager ..... Sidney Faulkerson
Program Director ..... John Henkes, Jr.
Chief Engineer ..... Leander A. Smith

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc. .... Power: 1000 Watts d.
Owned-Operated By ..... Pekin Bcstg. Co.
Business-Studio Address ..... Arcade Bldg.
Phone Numbers 1747, 1539
Transmitter Location: Route 98, 4 mi. N. of Pekin.
Air Time: ..... 6:30 a.m.-local sunset
News Service ..... AP
Transcription Service ..... Standard, SESAC
Representative ..... Sears & Ayer
Membership ..... NAB, BMB
President, General-Station Manager ..... W. Kenneth Patterson
Commercial Manager ..... Ed Henry
Sales Promotion Mgr., Publicity Director ..... George Udry
Program Director, Production Mgr., Musical Director ..... Chuck Timm
Chief Announcer ..... Lee Rothman
Chief Engineer ..... Emil Prandoni
Farm Editor ..... Lee Driscoll

WEEK

PEORIA—EST. 1947

NBC

Frequency: 1350 Kc. ..... Power: 1000 Watts

Owned-Operated By..West Central Bcstg. Co.
Business-Studio Address....1001 Commercial National Bank Bldg.
Phone Number 3-3688
Transmitter Location.....Bartonville, Ill.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Katz Agency
President.....E. K. Gaylord
General Manager.....Edgar T. Bell
Station Manager.....Fred C. Mueller
Commercial Manager.....Fred L. Vance
Sales Promotion Mgr.....Montez Tjaden
Program Director.....Harry Eldred
Musical Director.....Herman Hampy
Chief Engineer.....Alden F. Wooster

WIRL

PEORIA—EST. 1947

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By..Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone Number 4-9239
Transmitter Location.....Tazewell County
Air Time....6:30 a.m.-12 M.; 8 a.m.-12M., Sun.
News Service .....UP
Representative .....Avery-Knodel
Membership .....NAB
President.....Timothy W. Swain
General-Station-Commercial Manager.....Robert B. Jones, Jr.
Chief Engineer.....Rudolph Luukinen

WMBD

PEORIA—EST. 1927

CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Peoria Bcstg. Co.
Business-Studio Address....1st National Bank Bldg.
Phone Number 7133
Transmitter Location....2 mi. S. of Groveland, Ill.
Air Time.....19¼ hrs. daily; 18 hrs. Sun.
News Service.....AP, UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership .....NAB, BMB
President-Owner.....Edgar L. Bill
Executive Vice President....Charles C. Caley
Commercial Manager.....Donald D. Kynaston
Sales Promotion Manager, Publicity Director.....J. Kent Saunders
Program Director.....Charles E. Barnhart
Chief Announcer.....Robert Carlton
Musical Director.....Ozzie Osborne
Chief Engineer.....A. James Ebel
Farm Editor.....Emil Bill

WMMJ

PEORIA—EST. 1946

MBS

Frequency: 1020 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mid-State Bcstg. Co.
Business-Studio Address.....408 Fulton
Phone Number 9164
Transmitter Location.....High Point Rd.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....John Pearson
Membership .....NAB
President, General Mgr.....William Kutsch
Station-Commercial Mgr.....Joseph Raber
Program Director, Production Mgr. .....Berne Enterline
Publicity Director.....Jim Craigen
Chief Announcer, Farm Editor.....Bob Snow
Musical Director.....Cary Robards
Chief Engineer.....Ted Giles

WWXL

PEORIA—EST. 1947

Frequency: 1580 Kc.....Power: 1000 Watts d.
Owned-Operated By..Central Ill. Radio Corp.
Business-Studio Address.....Jefferson Hotel
Phone Number 9106
Transmitter Location.....E. Stewart St., Creve Coeur
Air Time.....Local sunrise-local sunset
News Service.....INS, UP
Transcription Service.....Associated, SESAC
Representative .....Burn-Smith
Membership .....NAB
President.....Joseph H. Giddan
General Manager, Program Director.....George W. Cremeens
Commercial-Sales Promotion Mgr., Publicity Director.....A. B. Kershenbaum
Musical Director, Farm Editor.....Bob Mohr
Chief Engineer.....Carl Horine

WGEM

QUINCY—EST. 1947

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By.....Quincy Bcstg. Co.
Business Address.....Hotel Quincy
Phone Number 7760
News Service.....AP, UP
Transcription Service...Thesaurus, Lang-Worth
Representative .....Taylor-HoweSnowden
President-General Mgr.....Donald E. Fischer
Sales Manager.....Joseph S. Bonansinga
Promotion Manager.....John A. Arnston
Program Director.....Richard E. Fischer
Actg. Chief Engineer.....Roger S. Whitlock

WTAD

QUINCY—EST. 1922

CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Lee Bcstg., Inc.
Business-Studio Address.....WCU Building
Phone Number 6200
Transmitter Location.....Melrose Township
Air Time.....5:45 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....NAB, BMB
President.....Lee P. Loomis
Co-Mgrs....George Arnold, Jr., W. T. Burghart
Local Sales Mgr.....W. T. Burghart
Sales Promotion Manager.....Gerald Staten
Program Director.....Merritt Milligan
Production Mgr., Farm Editor.....Dick Faler
Publicity Director.....H. B. Hook
Chief Announcer.....Jim Woods
Musical Director.....Jean Fessler
Chief Engineer.....Urlin Whitman

WROK

ROCKFORD—EST. 1923

ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By....Rockford Bcstrs., Inc.
Business-Studio Address..Rockford Newstower
Phone Number 2-6621
Transmitter Location.....Kilburn Ave. Rd.
Air Time.....6 a.m.-12M.; 8 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB
President.....Albert B. Simms
General Manager.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Sales Promotion Mgr.....Betty L. Thro
Program Director.....Maurice P. Owens
Chief Announcer.....Bob Earle
Musical Director.....Lorna Lane
Chief Engineer.....Wilfred A. Smith
Farm Editor.....Roland Spongberg

WHBF

ROCK ISLAND—EST. 1925

ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By...Rock Island Bcstg. Co.
Business-Studio Address.....1800 3rd Ave.
Phone Number.....Rock Island 918
Transmitter Location....52nd St., 23rd Ave., Moline, Ill.
Air Time.....6 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
Vice Pres., Gen-Station Mgr...Leslie C. Johnson
Commercial Manager.....Maurice J. Corken
Program Director.....Forest W. Cooke
Publicity Director.....Fern Hawks
Chief Announcer....Charles F. Harrison, Jr.
Chief Engineer.....Robert J. Sinnett

WCVS

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WCVS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number 9855
Transmitter Location.....3000 S. 4th St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....H. L. Dewing
General-Station-Commercial-Sales Promotion-Production Mgr., Publicity Dir...C. W. Neeld
Program Director.....John Geil
Chief Announcer.....James W. Mitchell
Chief Engineer.....Harold L. Dewing

Top ABC Shows

plus features of

LOCAL INTEREST

give

WROK

*33.7% *of the Listening Audience*

in the

ROCKFORD, ILLINOIS AREA

(A $345,440,000 Market)

√ *Ask Headley-Reed*

*Conlon Survey—May 18-25, 1947

WTAX

SPRINGFIELD—EST. 1930

CBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....WTAX, Inc.
Business-Studio Address.....Reisch Bldg.
Phone Number 2-4441
Transmitter Location.....Reisch Bldg.
Air Time.....18 hrs.; 17 hrs. Sun.
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative.....Weed & Co.
Membership .....NAB, BMB
President, General Mgr.....Oliver J. Keller
Sales Promotion Mgr.....Shelby T. Harbison
Program Director.....Lee Phillips
Production Manager.....Gladys McGrew
Chief Announcer.....Glen Farrington
Chief Engineer.....Eli Swaringen

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....McNeill Bldg.
Phone Number 431
Transmitter Location.....Tuscola, Ill.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Edgar L. Bill
Exec. Vice-Pres.....Charles C. Caley
Station Manager.....R. L. Stufflebam
Program Director.....Shirl Evans, Jr.
Musical Director.....J. Hubert Doerr
Chief Engineer.....A. James Ebel
Farm Editor.....Lawrence E. McDonald

WILL

URBANA—EST. 1922

Frequency: 580 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Univ. of Illinois
Business Address.....1010 S. Wright St.
Phone Number.....7-5461
News Service .....AP
Transcription Service.....Thesaurus
President.....George D. Stoddard
General Manager.....Joseph F. Wright
Program Director.....Frank E. Schooley
Chief Engineer.....John R. Brugger

For the best in news quality . . .

AP

Membership!

INDIANA

Estimated Population 3,858,000—% Increase +12.6—Radio Homes 1,009,348
Farms with Radios 147,417—Stations in State 37

WCBC

ANDERSON—EST. 1947

Frequency: 1470 Kc....Power 1000 w. d. only
Owned-Operated By..Civic Broadcasting Corp.
Address .....116 W. 12th St.
Phone 822
Transmitter Location.....Junction of State Route 9 and 67
News Service.....AP
Transcription Service.....World
Representative.....McGeehan & O'Mara
General Manager.....Donald W. Cogley
Commercial Manager.....John J. Garrett, Jr.
Program Director.....Sid Grieb
Promotion Manager.....Charles Bailey
Chief Engineer.....Charles Robinson

WHBU

ANDERSON—EST. 1923

ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Anderson Bcstg Corp.
Business-Studio Address.....640 Citizens Bank Building
Phone Number.....7791
Transmitter Location.....1110 Meridian St.
Air Time....6:30 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service.....UP
Transcription Service.....Standard
Representative.....Hal Holman Co.
Membership.....NAB, BMB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Program Director.....E. R. McCord
Chief Announcer-Musical Dir...Chas. H. Powell
Chief Engineer.....L. M. Shroyer

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc.....Power: 1,000 Watts d.
Owned-Operated By.Radio Station WSUA, Inc.
Bus.-Studio Address.....117½ W. Kirkwood
Phone Number.....7277
Transmitter Location..2½ mi. s. of Bloomington on State Rd. No. 37
Air Time.....Local Sunrise-Local Sunset
News Service.....UP
Transcription Service.....World, Standard
Representative .....Burn-Smith
Membership .....NAB
General-Station Mgr.....Warren G. Davis
Commercial Manager.....Lyle Warrick
Chief Announcer.....Ted McKay
Chief Engineer.....James Rolfe

(See Following Page)

WTOM

BLOOMINGTON—EST. 1946

KBS

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Fred O. Grimwood
Bus. Studio Address....3rd & Washington Sts.
Phone Number.....2593, 7871
Transmitter Location.....RFD 5
Air Time.....18 hrs. daily
News Service.....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayers
Membership .....NAB
President-Owner.....Fred O. Grimwood
General Manager.....T. G. Grimwood
Program Director.....Ward Glenn
Chief Engineer.....Robert A. Thomason
Farm Editor.....Maurice Latimer

WTTS (CP)

BLOOMINGTON

Frequency: 1370 Kc.....Power: 1000 d, soon
Owned-Operated By....Sarkes & Mary Tarzian
Business Address.....Bloomington, Ind.

WCNB (CP)

CONNERSVILLE

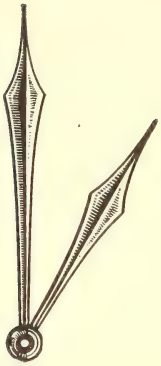
Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business Address.....406 Central Ave.

WTRC

ELKHART—EST. 1931

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Truth Publishing Co., Inc.
Business-Studio Address....116 S. Second St.
Phone Number.....1340
Transmitter Location...1 Mi. S. of Elkhart on Oakland Ave. Rd., RFD 1
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....Standard, World
Representative.....Burn-Smith, Inc.
Membership.....NAB, BMB
President.....C. D. Greenleaf
General Manager.....R. R. Baker
Commercial Manager.....Dick Holloway
Sales Promotion Manager.....Hank Davis
Program Director.....Darrell Dunham
Chief Announcer.....Louis Glass
Chief Engineer.....L. W. Zellmer
Farm Editor.....R. C. Stangland



The Clock Struck One...

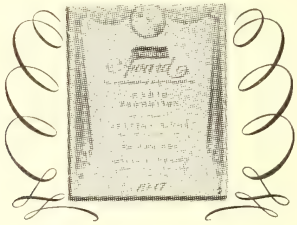
EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

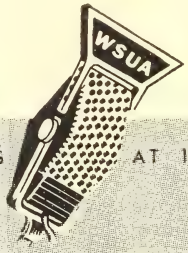
But the award was not for isolated promotion of a single sponsored show. Rather for WSUA's ability to draw from the community concerted community response to a WSUA objective. (We'll do it for your product, too.)

Southern Indiana's most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in *all* its eleven primary area counties. Counties which spent, in 1946, $143,470,000 for retail purchases.*

We don't consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

** Sales Management, Survey of Buying Power, May, 1947.*





WSUA

BLOOMINGTON, INDIANA

1000 WATTS AT 101

WARREN G. DAVIS, Pres.-Gen. Mgr.

BURN SMITH, National Representative

WEOA

EVANSVILLE—EST. 1936

CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business Studio Address....24 N. W. Third St.
Phone Number.....4-9215
Transmitter Location.....203 N. W. Fifth St.
Air Time.....6:00 a.m.-12:05 a.m.
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....The Katz Agency
Membership.....NAB, BMB
President.....Harry M. Bitner, Jr.
General-Station-Com. Manager....Don Menke
Program-Publicity Director.....William R. Fall
Chief Engineer.....Robert Wilson
Farm Editor.....Courtney Smith

WGBF

EVANSVILLE—EST. 1923

NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Business Studio Address.....519 Vine St.
Phone Number.....21171
Transmitter Location.....Burkhardt Rd.
Air Time.....5:30 a.m.-12 m.
News Service.....UP
Transcription Service.....World
Representative.....Weed & Co.
Membership.....NAB, BMB
General Manager.....Clarence Leich
Operations Manager.....Martin L. Leich
Commercial Manager.....Guy Crecelius
Program-Musical Director.....Pat Roper
Publicity Director.....Del Greenwood
Chief Announcer.....Fred Rollison
Chief Engineer.....Erwin P. Schoeny

WIKY

EVANSVILLE—EST. 1946

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Business Studio Address.....Mt. Auburn Rd.
Phone Number.....48284
Transmitter Location.....Mt. Auburn Rd.
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....Associated, Capitol
Representative.....Burn-Smith
Membership.....NAB, BMB
President-General-Station Manager.....John A. Engelbrecht
Chief Engineer.....George F. Stoltz

WJPS (CP)

EVANSVILLE

Frequency: 1330 Kc...Power: 5,000 d, 1,000 n.
Owned-Operated By.....WJPS, Inc.
Business Address.....411 American Bldg.

WANE (CP)

FT. WAYNE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Radio Ft. Wayne, Inc.
Business Address.....Lincoln Bank Tower

WFTW

FT. WAYNE—EST. 1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Operated By....Ft. Wayne Bcstg, Inc.
Business Studio Address...220 E. Jefferson St.
Phone Number.....A 2295
Transmitter Location.....Getz Rd.
Air Time.....Local Sunrise-Local Sunset
News Service.....UP
Transcription Service...Associated, Thesaurus
Representative.....Burn-Smith
Membership.....BMB
President-General-Station Mgr....Ed. G. Thoms
Commercial Manager.....Wm. R. Aldrich
Program Director.....Rex Moad
Musical Director.....Wm. P. Jellison
Chief Engineer.....Eugene A. Chase

WGL

FORT WAYNE—EST. 1924

NBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned By....Farnsworth Television & Radio Corp.
Operated By...Bcstg. Div. of Farnsworth Tele. & Radio Corp.
Business Address.....3702 E. Pontiac St.
Phone Number.....Anthony 5201
Studio Address.....201½ W. Jefferson St.
Transmitter Location...Lower Huntington Rd., Waynedale, Ind.
Air Time.....6 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service...Standard, Lang-Worth
Representative.....Headley-Reed
Membership.....NAB, BMB
President.....E. A. Nicholas
General-Station-Com. Mgr....Pierre Boucheron
Sales Promotion Manager-Program-Publicity Director.....Norm Widenhofer
Chief Announcer.....Paul Price
Chief Engineer.....Don Holzapfel
Farm Editor.....Guy Harris

WKJG

FORT WAYNE—EST. 1947

MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Northeastern Bcstg. Co., Inc.
Business Studio Address...3802 S. Calhoun St.
Phone Number.....Harrison 6111
Transmitter Location..Decatur & Maples Rd., Highway 27, S.
Air Time.....6 a.m.-12 m.; 7 a.m.-12 m., Sun.
News Service.....AP, UP
Transcription Service.....World
Representative.....Paul H. Raymer
President.....William A. Kunkel, Jr.
General-Station Manager.....Hilliard Gates
Commercial Manager.....Norman H. Stewart
Program Director.....Calo O. Mahlock
Chief Engineer.....Tom Copeland

WOWO

FORT WAYNE—EST. 1925

ABC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....WRS—1619 Walnut St., Phila. 3, Pa.
Phone Nos...Philadelphia: RIttenhouse 6-6870; Fort Wayne: Anthony 2136
Transmitter Location.Junction Route Nos. 30, 33
Air Time.....5 a.m.-1 a.m.; 7 a.m.-12 m., Sun
News Service.....UP
Transcription Service.....Capital
Representative.....Free & Peters
Membership.....BMB
President.....Walter Evans
Vice-President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Robert G. Duffield
Sales Manager.....Paul E. Mills
Advertising-Sales Promotion Supervisor-Publicity Rep.....Hilda C. Woehrmeyer
Program Manager.....Carl Vandagrift
Producers.....Fred Freeland, Arthur L. Zapel
Musical Director.....Carl Vandagrift
Chief Engineer.....Bruce Ratts
Agricultural Director.....Jay Gould
Educational Director.....J. Edward Reich

WJOB

HAMMOND—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....South Shore Broadcasting Corp.
Address.....449 State St.
Phone Number.....Sheffield 8400
Air Time.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated, SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
General Manager.....O. E. Richardson
Commercial Manager.....R. C. Adair
Program Director.....Sem Weller
Chief Engineer.....Stanley Strasberg

WBBW (CP)

INDIANAPOLIS

Frequency: 1550 Kc.....Power: 250 Watts d.
Permittee.....Associated Broadcasters, Inc.

For the best in news quality . . .

AP

Membership!

WFBM

INDIANAPOLIS—EST. 1924

CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business Studio Address...48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location.....R. R. 13, Box 125B—Millersville Rd.
Air Time.....6 a.m.-12:05 a.m. Mon-Fri.; 6 a.m.-1 a.m. Sat.; 7 a.m.-12:05 Sun.
News Service.....AP, INS
Transcription Service.....Associated
Representative.....The Katz Agency
Membership.....NAB, BMB
Chairman of the Board-General Manager.....Harry M. Bitner, Jr.
Com.-Sales Promotion Mgr....William F. Kiley
Program Director.....Frank O. Sharp
Chief Announcer.....Joe Pierson
Musical Director.....Walter Reuleaux
Chief Engineer.....Harold S. Holland
Farm Editor.....Harry Martin

WIBC

INDIANAPOLIS—EST. 1938

MBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By.....Indiana Bcstg. Corp.
Business Address.....30 W. Washington St.
Phone Number.....Lincoln 2305
Studio Address.....Indianapolis News Bldg.
Transmitter Location....59th & Hollingsworth, New Augusta, Ind.
Air Time.....5 a.m.-12:15 a.m. Mon.-Fri.; 5 a.m.-1:15 a.m. Sat.; 7 a.m.-12:15 a.m. Sun.
News Service.....AP, UP
Transcription Service.....World, Associated, Lang-Worth
Representative.....John Blair
Membership.....NAB, BMB
President.....Richard M. Fairbanks
General Manager.....Kenneth W. Church
Sales or Commercial Mgr....Samuel R. White
Sales Promotion Manager-Publicity Director.....Jane O. Flaherty
Program Director-Production Manager-Farm Editor.....Ed Mason
Chief Announcer.....Jim Shelton
Musical Director.....Walter Jackson
Chief Engineer.....Harry Adams

All of Indiana

CAN BE YOURS VIA
HOOSIERLAND'S ONLY
50,000-WATTER *

WIBC 1070 KC
BASIC MUTUAL

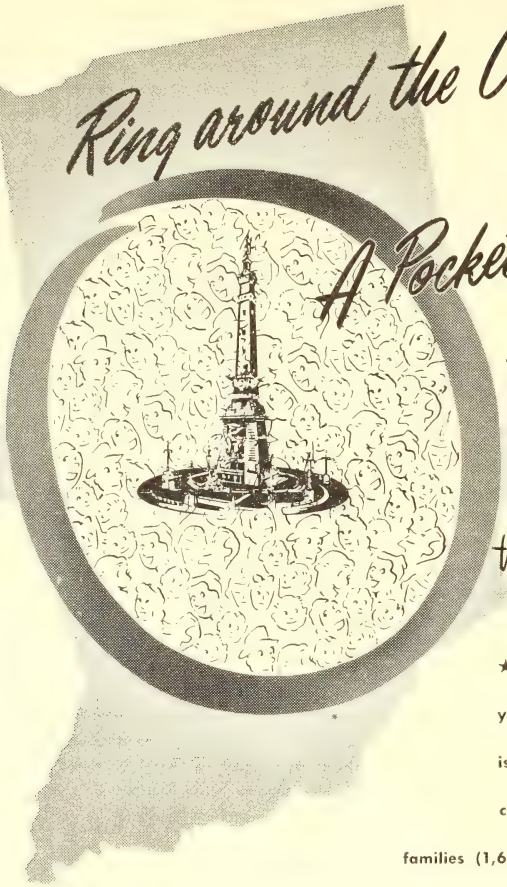
* WIBC's step-up in power, from 5,000 to 50,000 watts, is scheduled for completion by the middle of 1948. See your John Blair Man, or write direct, for new, valuable survey of WIBC's comprehensive, 50,000-watt coverage.

JOHN BLAIR AND COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

Ring around the Circle ....

A Pocket Full of Sales!



THE NATION'S BEST SALESMEN PUT THE NATION'S BEST SHOWS ON *Live* WIRE

to Sell the Great Hoosier Market!

★ Central Indiana—not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000 families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars—nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.

WIRE

CLAYPOOL HOTEL · INDIANAPOLIS, IND.

BASIC NBC · 5000 WATTS

NATIONALLY REPRESENTED BY
JOHN E. PEARSON COMPANY

Affiliated with
THE INDIANAPOLIS STAR

CREATORS OF TOP DRAW-ER LIVE TALENT SHOWS

BIGGEST LOCAL BUSINESSES USE *Live* WIRE TO REACH MORE PROSPECTS

DEPARTMENT STORES: WM. H. BLOCK COMPANY · L. S. AYRES & COMPANY · H. P. WASSON & COMPANY
HOOK DRUG COMPANY · INDIANAPOLIS POWER & LIGHT COMPANY · CITIZEN GAS & COKE UTILITY · KROGER GROCERY COMPANY
STANDARD OIL OF INDIANA · RADIO CORPORATION OF AMERICA · INDIANA BELL TELEPHONE CO. · INDIANAPOLIS RAILWAYS, INC.

WIRE

INDIANAPOLIS—EST. 1926

NBC

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By..Indianapolis Bcstg., Inc.
Business Studio Address.....Claypool Hotel
Phone Number.....Riley 1541
Transmitter Location.....44th & Ralston Rd.
Air Time.....6 a.m.-12 m.
News Service.....AP, UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership .....BMB
President.....Eugene C. Pulliam
General Manager.....Willard Worcester
Commercial Manager.....Daniel C. Park
Program Dir.-Production Mgr.....Bill Dean
Publicity Director.....Ruby Anderson
Chief Announcer.....Tommy Peden
Musical Director.....John H. Winn
Chief Engineer.....Gene Alden

WISH

INDIANAPOLIS—EST. 1941

ABC

Frequency: 1310 Kc....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Capitol Bcstg. Corp.
Business Studio Address...215 Board of Trade Bldg.
Phone Number.....Market 6345
Transmitter Location.....Post Rd.
Air Time.....18 hrs. daily
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Frank E. McKinney
General-Station-Com. Mgr....George J. Higgins
Sales Promotion Manager.....Reid Chapman
Program Dir.-Production Mgr.....Wm. Frosch
Musical Director.....James Boyer
Chief Engineer.....Stokes Gresham

WKMO

KOKOMO—EST. 1941

CBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kokomo Bcstg. Corp.
Business Studio Address....400½ N. Main St.
Phone Number 5871-2
Transmitter Location.....Ohio at Morgan Sts.
Air Time...6 a.m.-12:05 a.m.; 7 a.m.-12:05 Sun.
News Service.....UP
Transcription Service...Lang-Worth, Standard
Representative.....Radio Adv. Co.
Membership.....NAB, BMB
President.....Dr. R. S. Taylor
General-Station Manager....Joseph W. Jordan
Commercial Manager.....Bert Julian
Sales Promotion-Production Manager-Publicity Director.....Frank Gregory
Program Director.....Clyde Caswell
Chief Announcer.....Jack Rab
Musical Director.....Jim Newman
Chief Engineer.....George Palmer
Acting Farm Editor.....Wayne Hoffman

WASK

LAFAYETTE—EST. 1942

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WFAM, Inc.
Business Studio Address.....324 Ferry St.
Phone Number.....4300
Transmitter Location.R. R. No. 5, McCarty Lane
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service.....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President-Commercial Mgr....O. E. Richardson
General-Station Manager.....Joe Spring
Chief Engineer.....Harry C. Garba

WBAA

LAFAYETTE—EST. 1922

Frequency: 920 Kc.....Power: 5,000 d, 1,000 n.
Owned-Operated By.....Purdue Univ.
Business Address.....Hall of Music
Phone Number.....92-2147
News Service .....UP
Transcription Service .....Thesaurus
President.....F. L. Houde
General Mgr.-Program Dir.....Jim Miles
Production Manager.....John De Camp
Chief Engineer.....Ralph Townsley
Education Supur.....John Henderson

WLOI (CP)

LA PORTE

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Operated By La Porte County Bcstg. Co.
Business Address.....P. O. Box 381
Phone Number.....3675
President-Program Dir.....Hoyt H. Scott
General Manager.....Edward Young
Commercial Manager.....I. S. Rumely

WBAT

MARION—EST. 1947

Frequency: 1600 Kc.....Power 500 Watts d.
Owned-Operated By.....Marion Radio Corp.
Business Address.....303½ S. Adams St.
Phone Number.....5500
News Service .....AP

Transcription Service.....World
Representative .....Walker
President-Gen.-Pro. Mgr. .....John Bone
Commercial Manager.....R. Douglas Garwood
Program Director.....Allen J. Jeffries
Chief Engineer.....Richard H. Mitchell

WIMS

MICHIGAN CITY—EST. 1947

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By..Northern Ind. Bcstrs., Inc.
Business Address.....415 Franklin St.
Phone Number.....4980
News Service.....UP
Transcription Service.....World
Representative.....Lorenz & Thompson
Membership.....NAB, BMB
President.....O. E. Richardson
General Manager.....E. R. Herkner
Chief Engineer.....R. Schilling

WLBC

MUNCIE—EST. 1926

CBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Business Studio Address.....P.O. Box 271—U. S. Highway 35, S. E. of Muncie, Ind.
Phone Number.....4403
Transmitter Location..U. S. Highway 35, S.E. of Muncie, Ind.
Air Time.....6:30 a.m.-12:07 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Walker Co., Holman
Membership.....NAB, BMB
Owner-General-Station Manager..D. A. Burton
Commercial-Sales Promotion Manager-Publicity Director.....W. F. Craig
Program Director-Production Manager-Chief Announcer-Farm Editor...Lee Allerton
Musical Director.....Bill Summers
Chief Engineer.....Maury Crain

WKBV

RICHMOND—EST. 1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Central Bcstg. Corp.
Business Studio Address.....25 S. Ninth St.
Phone Number.....1156
Transmitter Location.....25 S. Ninth St.
Air Time.....6 a.m.-10:30 p.m.
News Service.....UP
Transcription Service...Lang-Worth, Standard
Membership .....NAB
General Manager.....G. F. Albright
Asst. Manager.....A. F. Schroy
Commercial Manager-Publicity Director.....R. L. Nusbaum
Program Dir.-Chief Engineer...Louis J. Duning
Musical Director.....Sue Tucker
Farm Director.....Mary L. Miller

WHOT

SOUTH BEND—EST. 1944

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..South Bend Bcstg. Corp.
Business Studio Address..434 S. St. Joseph St.
Transmitter Location.....434 S. St. Joseph St.
Air Time.....6 a.m.-12 m.
News Service.....AP
Transcription Service.....Associated
Representative.....Weed & Co.
Membership .....NAB
President.....C. Bruce McConnell
General-Station-Com. Mgr.....Wm. H. Spencer
Program Dir.-Chief Announcer...Ted Vernasco
Sales Promotion Manager....C. J. Pajakowski
Production Manager.....Robert Lashbrook
Musical Director.....Violet Joy
Chief Engineer .....David Maltby
Farm Editor.....Ed Berryman

WJVA

SOUTH BEND—EST. 1947

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By..St. Joseph Valley Bcstg. Corp.
Business Address.....214 W. Wayne St.
Phone Number.....3-8668
Transmitter Studio Location.....Hickory Rd.
Air Time.....Local Sunrise—Local Sunset
News Service.....UP
Transcription Service....Capitol, Lang-Worth, Standard
Representative .....Burn-Smith
President-General Manager.....B. W. Redifer
Vice Pres.-Program Dir.....D. Carrol Reynolds
Commercial Manager.....H. Parker Smith
Chief Engineer.....Francis Bock

WSBT

SOUTH BEND—EST. 1922

CBS

Frequency: 960 Kc..... Power: 5000 Watts
Owned-Operated By.....South Bend Tribune
Business Address.....South Bend 26, Ind.
Phone Number.....3-6161
Studio Address.....Tribune Bldg.
Transmitter Location.....R. R. No. 6, Box 32
Air Time...5 a.m.-12 m.; 8 a.m.-11:15 p.m. Sun.
News Service.....UP
Transcription Service.....Capitol, Standard
Representative.....Paul H. Raymer
Membership .....BMB
President.....F. A. Miller

General-Station Manager.....R. H. Swintz
Commercial Manager.....N. B. Welch
Sales Promotion Manager-Publicity Director.....W. A. Sweitzer
Program Director.....Marc Boyden
Production Manager.....Ollie Parcher
Chief Announcer.....Morton Linder
Musical Director.....Harlan Hogan
Chief Engineer.....H. G. Cole
Farm Editor.....Phillip Combs

WTCJ (CP)

TELL CITY

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....James Roland Brewer

WBOW

TERRE HAUTE—EST. 1927

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Banks of the Wabash, Inc.
Business Studio Address.....303 S. 6th St.
Phone Number.....Crawford 5034
Transmitter Location.....1st & Peyton Sts.
Air Time.....18 hrs. daily
News Service.....AP, UP
Transcription Service.....World
Representative.....Weed & Co.
Station-Commercial Mgr...W. Ferrall Rippetoe
Membership.....NAB, BMB
Program-Musical Director.....Leo Baxter
Publicity Director.....Madeline K. Barry
Chief Announcer.....Harry E. Frey
Chief Engineer.....Donald Aldrich

WTHI

TERRE HAUTE—EST. 1947

ABC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By...Wabash Valley Bcstg. Corp.
Business Studio Address...120 S. Seventh St.
Phone Number.....C-9481
Transmitter Location..13th St. & Hazelburg Rd.
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Free & Peters
Membership .....NAB
President.....Anton Hulman, Jr.
General Manager.....Joseph M. Higgins
Program Director.....Arnold C. Johnson
Musical Director.....Ben Falber
Chief Engineer.....Frank Lee

WAOV

VINCENNES—EST. 1940

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Vincennes Newspapers, Inc.
Business Address.....320 Busseron St.
Phone Number.....787-8
Studio Address.....Grand Hotel
Transmitter Location..U. S. 41, N. of Vincennes
Air Time...8 a.m.-11 p.m. Sun.; 6 a.m.-11 p.m. Mon.; 6 a.m.-12 m. Tues.-Sat.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Station-Sales Promotion Mgr...Edw. R. Raasch
Commercial Manager.....Robert Harris
Program Director.....Vernon Paule
Publicity Dir.-Chief Announcer....Dale Young
Musical Director.....Byron Davidson
Chief Engineer.....Engene E. Alden

For Prestige . . .

AP

Membership!

IOWA

Estimated Population 2,606,000—% Increase 2.7—Radio Homes 680,295
Farms with Radios 190,438—Stations in State 37

KBUR

BURLINGTON—EST. 1941

ABC—IOWA TALL CORN NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address..National Bank Bldg.
Phone Number 680
Transmitter Location....Natinoal Bank Bldg.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Thesaurus, SESAC, Capitol
Representative .....TaylorHowe-Snowden
Membership .....NAB
President.....Dan T. Riley
General Manager.....Gerard B. McDermott
Sales Manager.....Robert W. Frudeger
Sales Promotion Manager.....David Steinle
Program Director.....Layton K. Hurst
Chief Announcer.....Robert Matheny
Musical Director.....oCnstance Prusia
Chief Engineer.....John Gallino
Farm Editor.....Virgil Radtke

KCRG

CEDAR RAPIDS—EST. 1947

MBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Operated By.....The Gazette Co.
Business-Studio Address....104 First St., S.W.
Phone Number 4194
Transmitter Location.....Cedar Rapids, Iowa
Air Time.....18½ hrs. daily
News Service.....AP, INS
Transcription Service....Standard, Associated
Representative.....Weed & Co.
Membership .....NAB, BMB
Vice-Pres. & Secy.....J. F. Hladky
General Manager.....George C. Biggar
Commercial Manager.....Neil C. Conklin
Promotion-Publicity Director..Edna A. Herbst
Program-News Director.....Pat Patterson
Music Librarian.....Phyllis Raftery
Chief Engineer.....Wayne L. Babcock
Farm Editor.....Rex Conn

WMT

CEDAR RAPIDS—EST. 1922

CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..American Bcstg. Stations, Inc.
Business-Studio Address...Paramount Theatre Bldg.
Phone Number 6127
Transmitter Location.....Marion, Iowa
Air Time..5:30 a.m.-12:05 a.m.; 6:55 a.m.-12:05 a.m., Sun.
News Service.....AP, INS
Transcription Service.....World, Lang-Worth, Davis & Schwegler
Representative .....Katz Agency
Membership .....NAB, BMB
Owner.....Mrs. Helen Mark
Exec. Vice Pres.....Wm. B. Dolph
Gneral-Station Mgr.....Wm. B. Quarton
Commercial Manager.....Donald D. Sullivan
Sales Promotion Manager.....Leo F. Cole
Program Director.....Douglas B. Grant
Production Manager.....Don Alt
Publ. Directors..Bernie Kozberg, Vern Hansen
Chief Announcer.....Robert C. Leefers
Musical Director.....June Caldwell
Chief Engineer.....George P. Hixenbaugh
Farm Editor.....Charles A. Worcester

KROS

CLINTON—EST. 1941

MBS—TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Bcstg. Corp.
Business Address.....246 Fifth Ave., S.
Phone Number 448
Transmitter-Studio Address....Jacobsen Bldg.
Air Time.....6 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor-Snow-Howden
Membership .....NAB, BMB
President.....W. S. Jacobsen
General-Station Manager.....Morgan Sexton
Commercial Manager.....Walter Teich
Sales Promotion Mgr., Publicity Director .....Verne Gielow
Program Director, Production Manager, Musical Director.....Robert J. Bodden
Chief Engineer.....Gilbert A. Andrew
Farm Editor.....John Rohwer

KSWI

COUNCIL BLUFFS—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 1560 Kc.....Power: 500 Watts d.
Owned-Operated By....Nonpareil Bcstg. Co.
Business-Studio Address..Strand Theatre Bldg., Council Bluffs and Livestock Natl. Bk. Bldg., Omaha
Phone Number....Co. Bluffs 4041 and Omaha Jackson 7736
Transmitter Location.....½ mi. E. of the So. Omaha Bridge on Highway 275
Air Time.....12 hrs. daily
News Service .....AP

Transcription Service..Lang-Worth, Associated
Representative .....Taylor-Howe Snowden
Membership .....NAB
President, Sales Promotion Manager, Publicity Director.....Robert H. O'Brien
General-Station-Commercial Manager.....William E. Ware
Program Director.....Terry Moss
Production Manager.....Hugh Carlyle
Chief Engineer.....Robert W. Hall
Farm Editor.....C. W. McManamy

KSIB

CRESTON—EST. 1946

KBS—IOWA TALL CORN

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By...Southwest Iowa Bcstg. Co.
Business-Studio Address.....Radio Center
Phone Number 55
Transmitter Location.....Radio Center
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, SESAC
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President .....Arthur Horning
General-Station Manager, Publicity Director.....E. M. Horning
Commercial Manager.....Charles T. Webb
Program Director.....Ray W. Heinen
Chief Announcer Musical Dir....Cliff Stillinger
Chief Engineer.....Louis A. Polen
Farm Editor.....Ray W. Heinen

KSTT

DAVENPORT—EST. 1946

MBS

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By....Davenport Bcstg. Co., Inc.
Business-Studio Address.....324 Main Street
Phone Number 2-3525
Transmitter Location....2505 Rockingham Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Chief Executives.....Hugh R. Norman, A. M. McGregor
General Manager.....Hugh R. Norman
Station Manager.....A. M. McGregor
Commercial Mgrs...John Reid, Charles Niles
Program Director.....Pat Alan
Musical Director.....Gregg Dunn
Chief Engineer.....David Breister

WOC

DAVENPORT—EST. 1922

NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....TriCity Bcstg. Co.
Business-Studio Address.....1002 Brady St.
Phone Number 3-3661
Transmitter Location.....R. R. No. 1
Air Time....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....UP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Col. B. J. Palmer
V. P., General-Station Mgr.....Buryl Lottridge
Commercial Manager.....L. O. Fitzgibbons
Sales Promotion Manager.....Jane Boom
Program Director, Production Manager .....Charles Freburg
Publicity Director.....Bob Campbell
Musical Director.....George Sontag
Chief Engineer.....Paul Arvidson

KDEC

DECORAH—EST. 1947

MBS—IOWA TALL CORN NETWORK

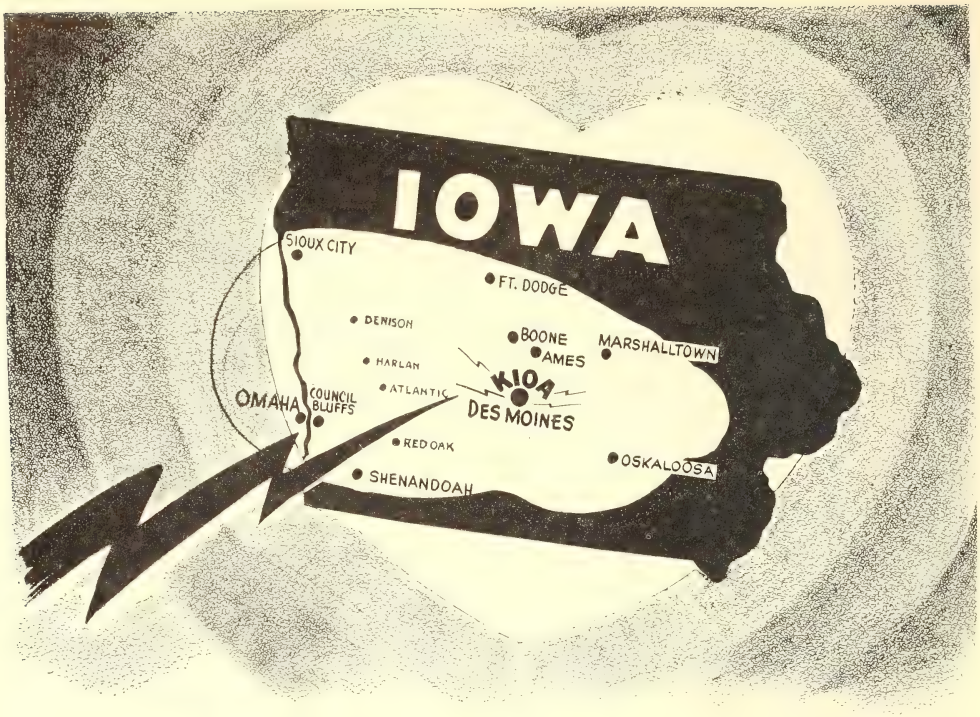
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By .....Telegraph-Herald
Business-Studio Address....301 W. Broadway
Phone Number 110
Transmitter Location...Luther College Campus
Air Time..6 a.m.-9:30 a.m.; 1:30 p.m.-12 M.; 7:30 a.m.-9:30 a.m.; 1:30 p.m.-12 M., Sun.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President.....F. W. Woodward
General Manager.....William J. Croker
Commercial Manager....George J. Dorrington
Program Director, Chief Announcer.Ray Laube
Chief Engineer.....Clifford Vought
Farm Editor.....Kenneth Bjerke

KCBC

DES MOINES—EST. 1946

MBS

Frequency: 1390 Kc.....Power: 10,000 Watts
Owned-Operated By..Capital City Bcstg. Co.
Business-Studio Address..309 Plymouth Bldg.
Phone Number 4-3151
Transmitter Location.....E. 42nd & Dean Sts.
Air Time .....6 a.m.-2 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
President .....George O'Dea
General-Station Manager...Sidney J. Pearlman
Sales Manager.....Allan Curnutt
Sales Promotion Manager.....Wayne Crew
Program Director, Production Manager .....Dale Morgan
Musical Director.....Ralph Zarnow
Chief Engineer.....Bob Brown
Farm Editor.....Dale Barton



HIT THE HEART— OF YOUR "MILK and MONEY" MARKET

Sell IOWA the KIOA Way

With the Midwest's Largest Independent Clear Channel Station

10,000 Watts Daytime **5,000 Watts Nighttime**

940 on the Dial

JOHN BOLER
President
& Gen. Mgr.

KIOA 940 KC

PAUL H. RAYMER CO., INC. - *National Sales Representative*

KIOA

DES MOINES—EST. 1947

Frequency: 940 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Operated By...Independent Bcstg. Co.
Business-Studio Address..Onthank Bldg., 10th & Mulberry
Phone Number.....4-8193 and 4-8194
Transmitter Location..Ford, Iowa (20 mi. S.E. of Des Moines)
Air Time..5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30 a.m., Sun.
News Service.....INS, UP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President, General-Commercial Manager.....John W. Boler
Sales Promotion Manager, Publicity Director .....Mary Tucker
Program Director.....Don Alt
Production Manager.....Donn Clayton
Chief Engineer.....Lloyd R. Amoo

KRNT

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number 3-2111
Transmitter Location...S.E. 22nd & Park Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Representative.....The Katz Agency
Membership .....NAB, BMB
President .....Gardner Cowles
General-Station Manager.....Phil Hoffman
Commercial Manager.....Robert Dillon
Sales Promotion Manager.....Joe Hudgens
Program Director.....Charles D. Miller
Production Manager.....Charles McCuen
Publicity Director.....Mary Little
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin
Farm Editor.....Joseph B. Ryan

KSO

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Murphy Bcstg. Co.
Business-Studio Address.....Tenth and Grand
Phone Number 3-0571
Transmitter Location.....E. 38th & Broadway
Air Time.....6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Kingsley H. Murphy
General-Commercial Mgr...George J. Higgins
Promotion Manager.....Don V. Shoemaker
Program Director.....Edmund J. Linehan
Musical Director.....Bill Baldwin
Chief Engineer.....F. E. Bartlett
Farm Editor.....Tom Lewis

KUMB (CP)

DES MOINES

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Radio Station Des Moines, Inc.
Business Address.....Paramount Bldg.
Phone Number.....3-5175
News Service.....UP
Transcription Service.....World
President-General Mgr.....Myron J. Bennett

KWDM

DES MOINES—EST. 1947

TALL CORN

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By...Des Moines Bcstg. Corp.
Business Address.....407 Fifth Ave.
News Service.....AP
Transcription Service.....Capital, Associated
Representative .....Taylor-Howe-Snowden
President .....George W. Webber
General Manager.....Robert L. Webber
Commercial Manager.....James L. Kelehan
Program Director.....Kenn R. Barry
Chief Engineer.....Werner Schwarz

WHO

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number 3-7147
Transmitter Location.....Mitchellville, Iowa
Air Time.....5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service..Thesaurus, Lang-Worth, SESAC
Representative.....Free & Peters
Membership .....NAB, BMB
President.....B. J. Palmer
Executive Vice President.....Ralph Evans
Vice Pres.-Resident Mgr.....Paul A. Loyet
Commercial Manager.....Harold Fulton
Sales Promotion Manager..Maurice McMurray
Program Director.....Jack Kerrigan
Publicity Director.....Woody Woods
Musical Director.....Don Hovey
Chief Engineer.....Reed Snyder
Farm Editor.....Herb Plambeck

KDTH

DUBUQUE—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Telegraph Herald
Address.....8th and Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque, Ill.
Air Time.....6 a.m. to 12 midnight
News Service .....AP
Transcription Service.....Standard
Representative .....Taylor-Howe-Snowden
President.....F. W. Woodward
General Manager.....K. S. Gordon
Commercial Manager.....Robert S. Graham
Commercial Manager.....Gordon K. Downey
Program Director.....Arnie Stierman
Chief Engineer.....Charles M. Cain

WKBB

DUBUQUE—EST. 1933

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone Number 572
Transmitter Location.....R. R. No. 2
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative.....Radio Adv. Co.
Membership .....NAB, BMB
Exec. Vice-Pres., General-Station-Sales Promotion Mgr., Publicity Dir...James D. Carpenter
Commercial Manager....Harry Hatzenbuehler
Program Director, Production Manager, Musical Director .....Scott Runge
Chief Announcer.....L. Vaughn Gayman
Chief Engineer.....John Ueyoka

KVFD

FORT DODGE—EST. 1939

MBS—IOWA TALL CORN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Northwest Bcstg. Co.
Business-Studio Address.....Warren Bldg., 912 1st Ave., S.
Phone Number.....Wal. 3761
Transmitter Location...Junction Hiways 169 & 20, 1 mi. W. of Fort Dodge
Air Time.....18 hrs. daily
News Service .....UP
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President, General-Station Mgr...Edward Breen
Office Manager.....Mae Challberg
Sales Manager.....Max Landes
Program Director, Farm Editor...Drexel Peterson
Publicity Director.....Kenneth Peterson
Chief Announcer.....Frank Sims
Chief Engineer.....David G. Sinclair

KXGI (CP)

FORT MADISON

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Hawkeye Bcstg. Co.
Business Address.....Marquette Bldg.
Partners.....Willis L. Ashby, Billy M. Arron, John F. Courrier

KXIC (CP)

IOWA CITY

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.Johnson County Bcstg. Co.
Business Address.....Iowa City, Ia.
President.....Robert E. Snyder
Program Director.....Herbert D. Olson

KOKX

KEOKUK—EST. 1947

TALL CORN

Frequency: 1310 Kc.....Power: 250 Watts d.
Owned-Operated By.....Keokuk Bcstg. Co.
Business Address.....5th & Main Sts.
Phone Number.....235
News Service.....UP
Transcription Service .....Lang-Worth
Representative.Webber, Taylor-Howe-Snowden
President.....H. W. Stadler
General-Commercial Mgr. George B. Adkisson
Promotion Manager.....Cy Farr
Program Director.....E. J. Lessinger
Chief Engineer.....Walton W. Wilson

KFJB

MARSHALLTOWN—EST. 1923

MBS—IOWA TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Times Republican Prtg. Co.
Operated By.....Marshall Electric Co.
Business-Studio Address.....136 W. Main St.
Phone Number 3361
Transmitter Location...3½ m. N.W. of Studio
Air Time....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President .....D. W. Norris
General Manager.....Paul E. Millen
Commercial Manager.....William Theek
Program Director, Production Manager, Musical Director.....Ray P. Bennett
Publicity Director.....Paul G. Norris
Chief Announcer, Farm Editor.....Bill White
Chief Engineer.....Jim Dickens

KGLO

MASON CITY—EST. 1937

CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Business-Studio Address.....12½ 2nd N. E.
Phone Number 2800
Transmitter Location..2 mi. W. of Mason City on Highway No. 18
Air Time..6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Weed & Co.
Membership .....NAB, BMB
President.....Lee P. Loomis
General-Station Manager....Herbert R. Ohrt
Commercial Manager.....Lloyd D. Loers
Sales Promotion Manager, Publicity Director.....Henry B. Hook
Program Director.....William G. Suter
Production Manager, Crief Announcer.....Douglas F. Sherwin
Chief Engineer.....Roger E. Sawyer
Farm Editor.....Albin Heinz

KICN (CP)

MASON CITY

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Mason City Bcstg. Co.
Partners.....Louis Wolf, Abbott E. Wolf, J. George Wolf, W. Robert Wolf

KSMN (CP)

MASON CITY

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business Address.....Mason City, Ia.
President-General Mgr.....Robert M. Carson
Commercial Manager.....N. W. Rice

KWPC

MUSCATINE—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By....Muscatine Bcstg. Co., Ltd.
Business-Studio Address..Mulberry & Houser Sts.
Phone Number 860
Transmitter Location..Mulberry & Houser Sts.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Representative .....Taylor-Howe-Snowden
Membership .....NAB
General-Station-Commercial Manager.....George J. Volger
Sales Promotion Manager.....Max Risinger
Program Director.....Virgil Godfrey
Chief Announcer.....John Hanlon
Musical Director.....Thelma Volger
Chief Engineer.....Elmer Christenson

KBIZ

OTTUMWA—EST. 1941

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Business-Studio Address...115 N. Marion St.
Phone Number 5600-5601
Transmitter Location.....Community Gardens
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
President, General Manager..James J. Conroy
Station Manager.....Eleanor M. Haling
Commercial-Production Mgr.....Milo Knutson
Sales Promotion Manager.....Richard Meier
Chief Announcer.....Paul Prince
Chief Engineer.....Wayne Hatchett

KFNF

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....KFNF, Inc.
Business-Studio Address.....403 Sycamore
Phone Number..... No. 1
Transmitter Location.....403 Sycamore St.
Air Time.....15 hrs. daily
News Service .....AP
Transcription Service.....World, Standard
Membership .....NAB, BMB
Owner .....John Nicolson
President .....Henry Field
General-Station-Commercial Manager, Publicity Director .....Frank Stubbs
Program Director.....Marian Stubbs
Production Manager.....Earl Blakesly
Chief Announcer.....Mel Eyberg
Musical Director.....Ermal Dilley
Chief Engineer.....Bob Barkman
Farm Editor.....Dean Barnett

KMA

SHENANDOAH—EST. 1925

ABC—MBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Business-Studio Address....Lowell & Elm Sts.
Phone Number 192
Transmitter Location...1 mi. N.E. of Shenandoah on Highway 48
Air Time.....5:15 a.m.-12 M.
News Service.....AP, UP

IOWA'S MOST POWERFUL ABC OUTLET

KXEL

CHANGES IOWA'S LISTENING HABITS

Exhaustive Telephone Survey of 14,083 telephone calls prepared by Robert S. Conlan and Associates, Inc., Kansas City, reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City."

DAY TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Morning	Afternoon
KXEL	38.7%	30.4%
Station A (Des Moines 50,000 Watt NBC outlet)	20.8%	32.0%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	16.8%	13.3%
Others (Over 18 stations)	23.7%	24.3%

NIGHT TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Evening
KXEL	32.1%
Station A (Des Moines 50,000 Watt NBC outlet)	36.6%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	20.7%
Others	10.6%

TOTAL OF ENTIRE SURVEY

KXEL	32.9%
Station A (Des Moines 50,000 Watt NBC outlet)	31.5%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	17.1%
Others	18.5%

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 Watts KXEL 50,000 Watts

Josh Higgins Broadcasting Co. • Waterloo, Iowa

***Represented by* Avery-Knodel, Inc.**

Transcription Service.....SESAC, Cole
Representative .....Avery-Knodel
Membership .....NAB
President.....Edward W. May
General-Station Mgr.....Owen Saddler
Commercial Manager.....H. O. Peterson
Program Director.....Glenn E. Harris
Musical Director.....Mabel McFarland
Chief Engineer.....R. J. Schroeder
Farm Editor.....M. J. Langfitt

KCOM (CP)

SIOUX CITY

Frequency: 620 Kc.....Power: 10000 Watts
Owned-Operated By...Commercial Assoc., Inc.

KSCJ

SIOUX CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Perkins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number 5-7993
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Lang-Worth, SESAC, Cole
Representative.....George P. Hollingbery
Membership .....NAB
President.....W. P. Perkins
Station-Commercial Mgr....Eugene T. Flaherty
Program Director.....Elizabeth Sammons
Chief Engineer.....S. C. Dier
Farm Editor.....Jack Elton

KTRI

SIOUX CITY—EST. 1938

MBS—IOWA TALL CORN

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number 8-0165
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President, General-Station Mgr...Dietrich Dirks
Commercial Manager.....Charles Butler
Program-Publicity Director....Sheldon Singer
Chief Announcer.....Wayne Ross

KICD

SPENCER—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Iowa Great Lakes Bcstg. Co.
Business Address.....Box 631
Phone Number 45-6
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB
Pres., General-Station Mgr.....Ben B. Sanders
Program Director.....Mason Dixon
Production Manager.....Tom Edwards
Musical Director.....Carlyle Gemmer
Chief Engineer.....Clarence Touw
Farm Editor.....Lyle Swigart

KXEL

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
Owned-Operated By..Josh Higgins Bcstg. Co.
Business-Studio Address.....Insurance Bldg.
Phone Number 3-3371
Transmitter Location.....Dysart, Iowa
Air Time.....5:30 a.m.-12 M.
News Service .....INS
Transcription Service .....SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, General-Station Mgr...Joe DuMond
Commercial Manager.....A. J. DuMond
Program Director.....Emlyn Owen
Publicity Director.....Elizabeth M. Gahre
Musical Director.....George Timm
Chief Engineer.....Don E. Kassner
Farm Editor.....Carl Roth

KAYX

WATERLOO—EST. 1947

IOWA TALL-CORN NET.

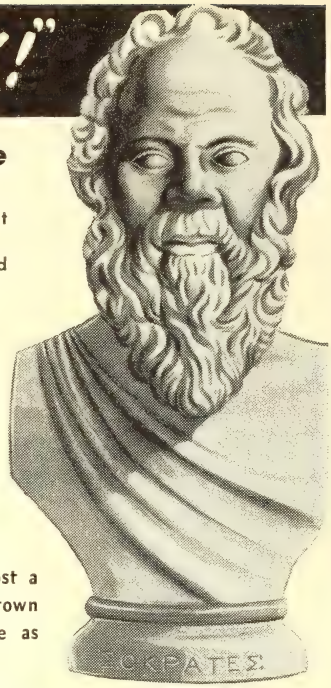
Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Waterloo Bcstg. Co.
Business-Studio Address..620½ Lafayette St.
Phone Number 6851
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Taylor-Howe-Snowden
President.....C. R. Miller
Station-Commercial Mgr.....A. W. Triggs
Program Director.....Cole McMartin
Chief Announcer.....Erling Jorgensen
Chief Engineer.....Bob Moore

KWWL

WATERLOO—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By...Black Hawk Bcstg. Co.
Business Address.....Russell-Lamson Hotel
Phone Number.....2-9333
News Service.....AP
Transcription Service.....Associated
President-General Mgr.....Ralph J. McElroy
Commercial Manager .....W. Lyle Harvey

SOCRATES HAD "SOCK!"



Sound old Socrates would present time buying facts in this logical manner.

- **PREMISE I**—Kansas farmers have more money to spend than at any other time in history.
- **PREMISE II**—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.
- **CONCLUSION**—To sell more of your goods or services to more families in Kansas and adjoining states . . . use WIBW.

Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

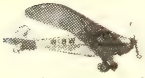
WIBW HAS SOCK!

. . . selling sock, Mr. Advertiser, and here's why! For almost a quarter-century we've faithfully served a farm and small town audience. Today, we're as much a part of their daily life as their ultra-modern farm equipment.

Our buying recommendations are acted upon . . . quickly . . . because these First Families of Agriculture are rich. Years of bumper crops were climaxed in 1947 by the largest wheat crop in history sold at record prices. This staggering new purchasing power is a PLUS . . . a value over and above WIBW's ability to startle you with sales even in average times.

Carefully Planned Farm Service Builds Audience, Confidence, Sales

Long ago, our listeners learned that WIBW was always first with farm news, market reports, and sound information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.



WIBW's "Flying Rooster" plane covers the Midwest, making on-the-spot tape recordings at important farm meetings, demonstrations, or in the fields and barns of successful farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later, at a more convenient time. Years of such "one step ahead" service has built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

In Kansas and adjoining states, independent surveys show that WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.

Serving the
First Families of Agriculture

WIBW
Topeka
KANSAS
WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

KANSAS

Estimated Population 1,914,000—% Increase 6.3—Radio Homes 492,538
Farms with Radios 115,769—Stations in State 27

KSOK

ARKANSAS CITY—EST. 1947

Frequency: 1280 Kc....Power: 1000 Watts d.
Owned-Operated By..The Traveler Publishing Co.
Business Address..Home National Bank Bldg.
Phone Number 2666-7
Studio Address...Home National Bank Bldg.; Southwestern College Campus, Winfield
Transmitter Location.....Arkansas City, Ark.
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Lorenzen & Thompson
President.....Oscar S. Stauffer
General Manager.....George E. Lindman
Asst. Manager-Commercial Manager.....S. C. Thompson
Promotion Manager, Program Director, Production Manager.....Don Chadd
Chief Announcer, Musical Director .....Martin Thomas
Chief Engineer.....Ed Howe
Farm Editor.....Jack Fallon

KVAK

ATCHISON—EST. 1939

MBS—SUPPLEMENTARY K STATE—KBS

Frequency: 1450 Kc. (CP 1470 Kc.)..Power: 250 Watts (CP 1000 Watts)
Owned-Operated By.....S. H. Patterson
Business Address.....622½ Commercial St.
Phone Number 1420
Studio Address..622½ Commercial St., Atchison Ks.; Hotel Robidoux, St. Joseph, Mo.
Transmitter Location.....Winthrop, Missouri
Air Time...6 a.m.-12 M.; 7 a.m.-10 p.m., Sun.
News Service .....AP
Transcription Service.....Keyston, Capitol
Representative.....Wm. G. Rambeau
Membership .....NAB
President-Owner.....S. H. Patterson
General Manager.....Norwood Patterson
Station-Commercial Mgr.....Leslie D. Cox, Jr.
Sales Promotion Manager, Program Director, Production Manager, Farm Editor.....Kenneth D. Goodding
Musical Director, Chief Engineer .....Louden Gingery

KGGF

COFFEYVILLE—EST. 1947

ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By...Midwest Bcstg. Co., Inc.
Address.....Journal Bldg.
Phone Number.....147
Air Time .....Unlimited
News Service.....AP
Transcription Service...NBC Thesaurus, World
Representative.....Weed & Co.
President.....Fay N. Seaton
Chief Engineer.....J. Sarto Jamineto
Commercial Manager.....E. B. Spoonamore
Program Director.....Robert L. Pratt

KXXX

COLBY—EST. 1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Operated By.Western Plains Bcstg. Co.
Business Address.....Cooper Hotel
Phone Number.....790
News Service.....INS
Transcription Service...Associated, Thesaurus
Representative .....Holman
President-General Mgr.....John B. Hughes
Sales Manager.....Dan E. Bellus
Program Director.....George E. Nickson
Chief Engineer.....Urban L. Lynch

KGNO

DODGE CITY—EST. 1930

KBS

Frequency: 1370 Kc....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By....Dodge City Bcstg. Co.
Business-Studio Address....705 Second Ave.
Phone Number 1100
Transmitter Location.....W. Park St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Arthur H. Hagg & Assoc.
Membership .....NAB, BMB
President.....J. C. Denious
Station Manager.....N. C. Petersen
Commercial Manager.....Darrell Mathes
Program Director.....Herschel Holland
Chief Engineer.....Henry McClintock

KTMP (CP)

EL DORADO

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tom Potter
Business Address.....1517 Commerce St., Dallas, Tex.

KTSW

EMPORIA—EST. 1939

MBS—KANSAS STATE NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts

Owned-Operated By..Emporia Bcstg. Co., Inc.
Business-Studio Address....613 Merchant St.
Phone Number 153-4
Transmitter Location.....S. of City, 1 mi. in Sodens Grove
Air Time....6:30 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service .....AP
Transcription Service.....World, Standard
Membership Service .....NAB
President .....Sid Harris
General Manager.....Julian L. Hill
Sales Manager.....Steve Aylword
Publicity Director, Farm Editor.....Bob Mott
Chief Announcer.....Vic Peck
Chief Engineer.....Paul H. Daniels

KGAR (CP)

GARDEN CITY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Albert B. Pyatt
Business Address.....411 N. 3rd St.

KIUL

GARDEN CITY—EST. 1935

MBS—KANSAS STATE NET.—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Telegram Publishing Co.
Business-Studio Address.....509½ North Main
Phone Number 666
Transmitter Location.....Warner Terrace
Air Time..Sun. 7 a.m.-10:15 p.m.; Mon.-Fri. 6 a.m.-10:15 p.m.; Sat. 6 a.m.-11 p.m.
News Service .....UP
Transcription Service..Thesaurus, Cole Library
Membership .....NAB
President.....Gervais F. Reed
General Manager.....Ed Lovelace
Program Director.....John Melcum
Chief Announcer.....Leo Billings
Chief Engineer.....Robert Bryant

KWGB

GOODLAND—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Goodland Bcstg. Co.
Business Address.....Box 88
Phone Number.....331
News Service.....INS
Transcription Service.....World, Lang-Worth
Owner-General Manager.....James E. Blair
Sales Manager.....J. Melvin Gulick
Program Director.....George Bradley
Chief Engineer.....Ralph MacClellan

KVGB

GREAT BEND—EST. 1937

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....2103 Forest Ave.
Phone Number.....1080-1081
Transmitter Location:..5 M. S.W. of Great Bend, Kansas
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....John E. Pearson
Membership .....NAB
President-Owner .....Helen Townsley Coogan
Gen.-Com.-Sales Pro. Mgr.....Clem Morgan
Program-Musical Dir.....Ray Beals
Production Mgr.-Publicity Dir.....Joe Neidig
Chief Engineer.....Chet Wallack
Farm Editor.....Stan Bechtel

KAYS (CP)

HAYS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kays, Inc.
Business Address.....2401 Hall St.

KWBW

HUTCHINSON—EST. 1935

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....William Wyse
Business-Studio Address.....101 E. Avenue A
Phone Number 5202
Transmitter Location.....101 E. Avenue A
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
Owner, General Manager.....William Wyse
Station-Commercial Manager.....Lee Biggs
Asst. Mgr., Program Director....George Alden
Production Manager.....Bob Madison
Publicity Director.....Tommy Couser
Chief Engineer.....John Swafford

KWHK

HUTCHINSON—EST. 1946

KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KWHK Bcstg. Co.
Business-Studio Address.....12 W. 5th St.
Phone Number 3-100
Transmitter Location.....Hutchinson, Kans.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Homer Griffith
Owner.....James E. Murray
General Manager.....Vern Minor
Commercial-Sales .....Gren Darling
Program Director.....Sherwood Parks
Chief Announcer.....Paul Cochran
Musical Director.....J. Bruce Murray
Chief Engineer.....Millard Clary

KIND (CP)

INDEPENDENCE

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Central Bcstg. Co., Inc.
Business Address.....First Nat'l Bank Bldg.
Phone Number.....1822
President-General Mgr.....J. Nelson Rupard
Commercial Manager.....E. J. Barani
Chief Engineer.....Harry C. Butterfield

KCKN

KANSAS CITY—EST. 1925

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Capper Publications, Inc.
Business-Studio Address..300 Waltower Bldg., Kansas City, Mo.
Phone Number.....Victor 3864
Transmitter Location..901 N. 8th St., Kansas City, Kans.
Air Time.....7 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Standard
Representative.....Capper Publications, Inc.
Membership.....NAB
Owner.....Senator Arthur Capper
General Manager.....Ben Ludy
Station Manager.....Ellis Atteberry
Commercial-Promotion Manager.....Joe Story
Program Director, Production Manager.....George Stump
Chief Engineer.....Max Williams

KOAM

PITTSBURG—EST. 1937

NBC

Frequency: 860 Kc...Power: 10,000 Watts d.; 5,000 Watts n.
Owned-Operated By...The Pittsburg Bcstg. Co.
Business Address.....P. O. Box 603
Phone Number.....2165
Studio Address.....Commerce Bldg.
Transmitter Location..3½ mi. E. of Pittsburg
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB
President, Commercial Mgr.....E. V. Baxter
General-Station Manager, Program Director.....R. E. Wade
Chief Announcer.....Bob Arthur
Chief Engineer.....Leo Stafford

KSEK

PITTSBURGH—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Pittsburgh Publishing Co.
Business-Studio Address....Hotel Besse Bldg.
Phone Number.....742
Transmitter Location....East Quincy (extended)
Air Time...6 a.m.-12 M.; 8 a.m.-10:15 p.m. Sun.
News Service.....AP
Transcription Service.....Lang-Worth, Cole
Representative.....Lorenzen & Thompson
Membership.....BMB
President.....Oscar S. Stauffer
General Manager.....James M. Griffith
Commercial Manager.....Gordon Griffith
Program Director.....C. M. Garnes
Musical Director.....Dean Turner
Chief Engineer.....W. D. Brosseau

KSAL

SALINA—EST. 1937

MBS—KANSAS STATE NETWORK

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....KSAL, Inc.
Business-Studio Address.....Journal Bldg.
Phone Numbers.....100-1
Air Time.....6:00 a.m.-12 M.
News Service.....AP
Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson Company
Membership.....NAB, BMB
President.....R. J. Laubengayer
General-Commercial-Promotion Manager.....R. V. Jensen
Production Manager, Chief Announcer, Farm Editor.....C. S. Peck
Publicity Director.....Mrs. Dorothy Lundstrom
Musical Director.....Al Thompson
Chief Engineer.....N. E. Vance, Jr.

KJAY (CP)

TOPEKA

Frequency: 1440 Kc.....Power: 500 d.; 1000 n.
Owned-Operated By.....S. H. Patterson
Business Address.....908 Kansas Ave.
Phone Number.....8890
Representative.....Rambeaux
Chief Owner.....S. H. Patterson
Station Manager.....David G. Roberts
Chief Engineer.....N. J. Patterson

KTOP

TOPEKA—EST. 1947

MBS—KANSAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Collinson Bcstg. Co.
Business-Studio Address....212-214 W. 6th St.
Phone Number.....2-9335
News Service.....AP
Transcription Service.....Capitol

Representative.....Lorenzen & Thompson
President-General Manager: T. Hall Collinson
Commercial Manager.....Wendell Elliott
Promotion Manager.....Thad Sandstrom
Chief Engineer.....Chet Wallack

WIBW

TOPEKA—EST. 1924

CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address....1035 Topeka Ave.
Phone Number.....3-2377
Transmitter Location..Seven mi. w. of Topeka
Air Time.....Shares time
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Capper Publications, Inc.
President.....H. S. Blake
General-Station-Commercial
Manager.....Ben Ludy
Program Director, Production Manager, Musical Director.....Maude Carlson
Chief Engineer.....K. G. Marquardt
Farm Editor.....Gene Shipley

(See Page 426)

WREN

TOPEKA—EST. 1926

ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By: The WREN Bcstg. Co., Inc.
Business-Studio Address.....411 Tenth St.
Phone Number.....2-0505
News Service.....UP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....R. C. Jackman
General Manager.....Verl Bratton
Station-Sales Manager.....Larry Cotton
Chief Engineer.....Carl Bliesner

KAKE

WICHITA

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KAKE Bcstg. Co., Inc.
Business Address.....416 W. Douglas
Phone Number.....4-9369
News Service.....AP
Transcription Service.....World
Representative.....Rambeau
President.....Mark H. Adams
V.-P.-Gen.-Commercial Mgr.....Clark A. Luther
Public Relations Director.....Robert Hix
Chief Engineer.....Harold Newby

KANS

WICHITA—EST. 1946

NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Kansas Bcstg., Inc.
Business-Studio Address....1015 N. Broadway
Phone Number.....4-2387
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Taylor-Howe-Snowden
Membership.....NAB, BMB
Chief Owner.....O. L. Taylor
Pres. & General Manager.....Archie J. Taylor
Commercial Manager.....H. W. Allen
Chief Engineer.....Ted Heithecker

KFBI

WICHITA—EST. 1923

ABC

Frenquecy.....1070 Kc.
Power.....10,000 Watts D.; 1,000 Watts N.
Owned-Operated By: Farmers & Bankers Bcstg. Corp.
Business-Studio Address.....200 E. First St.
Phone Number.....2-1447
News Service.....UP
Transcription Service.....Capitol
Representative.....H. P. Hollingbery
Membership.....NAB, BMB
President.....H. K. Lindsley
General-Station Manager.....J. Wirth Sargent
Commercial Manager.....D. W. McCoy
Program Director.....J. B. Bradshaw
Chief Announcer.....Wendell Odland
Musical Director.....Verne Nydegger
Chief Engineer.....K. W. Pyle
Farm Editor.....Lester Weatherwax

KFH

WICHITA—EST. 1923

CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number.....2-4491
Air Time.....18 hrs. daily
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Edward Petry
Membership.....NAB, BMB
Vice President & Gen. Mgr.: M. M. Murdock
Nat'l Sales & Promotion Mgr.: Frank Mathews
Chief Engineer.....Amos Dadisman

KENTUCKY

Estimated Population 2,777,000—% Increase —2.4—Radio Homes 552,670
Farms with Radios 148,692—Stations in State 37

WCMI

ASHLAND—EST. 1935

CBS—SOUTHERN NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ashland Bcstg. Co.
Business Address: 20th St., between Greenup Ave. & Front St.
Phone Number.....3010
Transmitter Location.....48th & Clay St.
Air Time.....18 hrs. daily; 17½ hrs. Sun.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore N. Nunn
General Manager.....Charles C. Warren
Publicity Director.....John W. Fell
Chief Announcer.....George Marshall
Musical Director.....Anna Louise Wallace
Chief Engineer.....Clarence Weaver
Farm Editor.....Ed Paulin

WKCT

BOWLING GREEN—EST. 1947

Frequency: 930 Kc.....Power: 1000 Watts n.
Owned-Operated By...Daily News Bcstg. Co.
Business Address.....415½ Park Row
Phone Number.....2640
News Service.....UP
Transcription Service.....Associated, Capitol, SESAC
President.....J. Ray Gaines
General Manager.....Paul R. Huddleston
Commercial-Promotion Manager...Jack Wilson
Program Director.....Joe Calloway
Chief Engineer.....David Dodd

WLBJ

BOWLING GREEN—EST. 1940

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Bowling Green Bcstg. Co., Inc.
Business-Studio Address....901 Fairview Ave.
Phone Numbers.....1340-1
Air Time.....6 am.-12 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Membership.....NAB
President.....Ken D. Given
Commercial Manager.....Elmer A. Finley
Sales Promotion Manager.....Wm. Kuznitzof
Program Director.....Ken D. Given
Chief Announcer.....Joe Hamilton
Chief Engineer.....Frank C. Bliesener

WTCO

CAMPBELLSVILLE—EST. 1947

Frequency: 1150 Kc.....Power 1000 Watts d.
Owned-Operated By.....South Central Ky. Bcstg. Co.
Business Address.....Main St.
Phone Number.....250
News Service.....UP
President.....H. T. Parrott
Vice President.....Dr. Paul Shirley
Secty.-Treas.-Gen. Manager...James Shacklette
Chief Engineer.....J. B. Crawley

WCTT

CORBIN—EST. 1947

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Corbin Times-Tribune, Inc.
Business Address.....308 S. Main St.
Phone Number.....1071
Transmitter-Studio Location: Cumberland Falls Rd.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Thesaurus
Membership.....NAB, BMB
General Manager.....John L. Crawford
Commercial Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

WZIP

COVINGTON—EST. 1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Business Address.....6th & Madison Ave.

WHIR

DANVILLE—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Commonwealth Bcstg. Corp.
Business Address.....P. O. Box 234
Phone Number.....1230
News Service.....UP
Transcription Service.....World, Capitol
President-Commercial Mgr.....W. T. Isaac
V.-P.-Program Director....David B. Highbaugh
V.-P.-Techn. Director.....James D. Russell

WFKY

FRANKFORT—EST. 1946

MBS—BLUEGRASS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.

Business-Studio Address.....104 E. Main St.
Phone Numbers: 2509, 2510..Transmitter: 2354
Transmitter Location.....Crutcher's Hill
Air Time: 6 a.m.-11 p.m.; 7 a.m.-10:30 p.m., Sun.
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB
President.....Leslie W. Perkins
General Manager.....Marshall L. Peace
Program Director.....Earl Davis
Chief Engineer.....Stanley Frakes

WKAY

GLASGOW—EST. 1946

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: Glasgow Bcstg. Co., Inc.
Business-Studio Address....Happy Valley Rd.
Phone Numbers.....598, 632
Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service.....UP
Transcription Service.....World, Capitol
Representative.....Homer Griffith
Membership.....NAB
President.....Gordon E. Brown
General Manager.....Russell J. Pirkey
Chief Announcer.....Robert Proctor
Chief Engineer.....E. C. Lockwood

WHLN

HARLAN—EST. 1941

MBS—GOOD COAL NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Business-Studio Address.....S. Main St.
Phone Number.....625
Air Time.....6 a.m.-11:15 p.m.
News Service.....AP
Transcription Service.....Standard, Cole
Representative.....Burn-Smith
Membership.....NAB, BMB
Owners.....R. B. Helms, J. Francke Fox
General Manager.....R. B. Helms
Commercial Manager.....C. E. Whikehart
Program-Musical Director.....Jean Sutton
Chief Announcer.....Jay Barlow
Chief Engineer.....J. Francke Fox

WKIC

HAZARD—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Business Address.....Box 621

WSON

HENDERSON—EST. 1941

MBS

Frequency: 860 Kc.....Power: 500 Watts
Owned-Operated By: Henderson Bcstg. Co., Inc.
Business-Studio Address.....Zion Rd.
Phone Number.....3923
Air Time.....Specified daylight hours
News Service.....AP, UP
Transcription Service.....World
Representative.....Sears & Ayers
Membership.....NAB
President.....Pierce E. Lackey
General Manager.....Hecht S. Lackey
Program Director.....Tom Fitzgibbons Murray
Chief Announcer.....Martin E. Shaeffer
Chief Engineer.....Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1940

CBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Hopkinsville Bcstg. Co., Inc.
Business-Studio Address.....Cadiz Rd.
Phone Number.....1025
Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB
President.....Pierce E. Lackey
General-Station-Commercial, Sales Promotion Manager.....F. Ernest Lackey
Program Director.....Katherine Peden
Production Manager.....Vadah Cochran
Publicity Director, Chief Announcer, Musical Director.....Charles W. Stratton
Chief Engineer.....Leo Y. Wilson
Farm Editor.....Robert McGaughey

WMTC (CP)

LAWSON

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Ky. Mt. Holiness Assn.
Business Address.....Vancleve, Ky.

WKLX

LEXINGTON—EST. 1945

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By..Fayette Broadcasting Co.
Address.....Phoenix Hotel
Phone Number.....8115
Transmitter Location.....Greendale Rd.
Air Time.....5 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, Standard, Cole
Representative.....Walker
Chief Owner.....E. F. Prichard, Sr.
General Manager.....Ted Grizzard
Commercial Manager.....Paul Ledridge
Program Director.....Jack Brooks
Asst. Manager.....Phil Sutterfield
Chief Engineer.....Bob Jones

WLAP

LEXINGTON—EST. 1928

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....American Bcstg. Corp.
Business-Studio Address.....Radio Bldg.
Phone Number.....1721
Air Time.....5:30 a.m.-12 M.
News Service.....UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore N. Nunn
General Manager.....J. E. Willis
Commercial Manager.....Miller Welch
Program Director.....J. B. Faulconer
Publicity Director.....Doris Holtzclaw
Chief Engineer.....Sanford Helt
Farm Editor.....Charles Farmer

WLEX

LEXINGTON—EST. 1946

BLUEGRASS STATE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: Central Kentucky Bcstg.
Business Address: Box 985, Russell Cave Pike
Phone Numbers.....7833, 5878, 2901, 3058
Air Time.....5:30 a.m.-12 M.
News Service.....AP
Transcription Service: Associated, Capitol,
President.....J. Douglas Gay
General Manager.....Jean H. Clos, Jr.
Commercial Manager.....George T. Webb
Program Director.....Howard Malcolm
Chief Engineer.....Theodore Jones
Farm Editor.....Mark Halleck

CALL LETTERS TO BE ASSIGNED (CP)

LOUISVILLE

Frequency: 1080 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....Mid-American Bcstg.
Business Address.....Starks Bldg.

WAVE

LOUISVILLE—EST. 1933

NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business-Studio Address.....334 E. Broadway
Phone Number.....Wabash 6543
Air Time.....5 a.m.-12 p.m.
News Service.....AP
Transcription Service...Thesaurus, Langworth
Representative.....Free & Peters
Membership.....NAB, BMB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Sales or Commercial Manager.....James Cox
Sales Promotion Manager....E. W. Leake, Jr.
Program Director.....George Patterson
Chief Announcer.....Burt Blackwell
Chief Engineer.....Wilbur Hudson

WGRC

LOUISVILLE—EST. 1936

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Northside Bcstg. Corp.
Business Address.....Ky. Home Life Bldg.
Phone Number.....Wabash 8871
Studio Addresses: E'sby Bldg., New Albany, Ind.; Ky. Home Life Bldg., Louisville, Ky.
Air Time.....6:00 a.m.-12 M.
News Service.....AP, UP
Transcription Service....Lang-Worth, Standard
Representative.....The Walker Co.
Membership.....NAB
Vice President-General Mgr.: Charles L. Harris
President, Commercial Manager: J. Porter Smith
Publicity, Promotion Manager: H. R. Hunter
Ass't Manager in Charge of Programs.....Ward Hatcher
Production Manager.....W. S. Lukenbill
Chief Announcer.....Gerald Fordyce
Chief Engineer.....Perry W. Esten
Farm Editor.....C. M. East

WHAS

LOUISVILLE—EST. 1922

CBS

Frequency: 840 Kc.....Power: 50,000 Watts
Owned By: The Courier-Journal & Louisville Times Co.
Operated By.....WHAS, Inc.
Blsiness-Studio Address.....300 W. Liberty St.
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood, Ky.
Air Time.....19 hrs. daily
News Service.....AP, UP
Transcription Service: World; Standard; Associated; Lang-Worth.
Representative.....Edward Petry
President.....Barry Bingham
Director.....Victor A. Sholis
Commercial Manager.....Joe Eaton
Promotion Manager.....Sandy Sanders
Program Manager.....Peter R. Disney
Continuity-Production.....William Aldridge
Chief Announcer.....Paul Clark
Musical Director.....Robert Hutsell
Technical Director.....Orrin W. Towner
Agricultural Co-ordinator.....Frank Cooley

W H A S
Color Advertisement
See Page 10

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owner-Operated By.....Kentucky Bcstg. Co.
Business-Studio Address: Earle Hotel, 3rd and Jefferson.
Phone Number.....Wabash 5148
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service: SESAC, MacGregor, Cole
Representative .....Taylor-Howe-Snowden
Membership.....NAB, BMB
President, General-Station Manager.....Harry McTigue
Commercial Manager.....G. F. Bauer
Promotion Manager.....H. E. Roberts
Program Director.....M. K. McCarten
Production Manager.....Sam Woodall
Chief Announcer.....Edwin A. Kallay
Musical Director.....Claude Fraul
Chief Engineer.....E. G. Rinn

WKYW

LOUISVILLE—EST. 1947

Frequency: 900 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Radio Kentucky, Inc.
Business-Studio Address: 431 W. Jefferson St.
Phone Number.....CLay 4811
Transmitter Address: River Rd., near Louisville
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service: Associated, Capitol, Standard Cole.
Representative .....Burn-Smith
Membership.....NAB, BMB
President-Treasurer.....F. Eugene Sandford
V. P.-Operations.....S. A. Cis'er
V. P.-Station Manager....Edwin E. S. Weldon
Secretary.....W. Scott Miller
Program Director.....David Wilburn

WLOU (CP)

LOUISVILLE

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Louisville Bcstg. Corp.

WCIF

MADISONVILLE—EST. 1947

Frequency: 730 Kc.....Power: 250 Watts
Owned-Operated By..Madisonville Bcstg. Co.
Business Address.....Box 27
Phone Number.....1297
Transmitter-Studio Location.....Hanson Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard
Membership.....BMB
President, General Manager....Pierce Lackey
Station-Commercial Manager.....T. E. Brewer
Program Director.....Conrad Brewer
Chief Announcer.....Dick Harris
Chief Engineer.....Evers Mick

WKTM

MAYFIELD—EST. 1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Mayfield Bcstg. Co., Inc.
Business-Studio Address.....Mayfield Hotel
Phone Number.....46
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard
Representative.....Sears & Ayer
Membership.....NAB, BMB
President.....Frank O. Evans
General Manager.....Pierce E. Lackey
Station-Sales Manager.....Wayne R. Morgan
Program Director.....James Motheral
Chief Announcer.....Ralph Haskins
Musical Director.....James Motheral
Chief Engineer.....Ernest J. Pell
Farm Editor.....Dorothy Spahr

WNGO

MAYFIELD—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operator By..West Ky. Bcstg. Co., Inc.
Business-Studio Address.....Box 39
Phone Number.....1204
Air Time.....5:00 a.m.-Local sunset
News Service.....AP
Transcription Service.....World, SESAC
Representative.....The Friedenberg Agency
President, General Manager: H. M. Suthard
Station Manager.....Kenneth Z. Turner
Chief Announcer.....Lynn Lemond
Chief Engineer.....James Ray Turner

WFTM (CP)

MAYSVILLE

Frequency: 1240 Kc.....Power: 250 Watts
Owned Operated By...Standard Tobacco Co.
Business Address.....Maysville, Ky.
Phone Number.....245
News Service.....UP
Transcription Service .....World
President.....C. P. Clarke
Secty.-Treas.....J. M. Finch, Jr.
Gen.-Commercial Manager.....J. W. Betts
Program Director.....Ross Edwards
Chief Engineer.....William Martin

WMIK (CP)

MIDDLESBORO

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Operated By..The Middlesboro Bcstg. Co.
Business Address .....Box 500

WWPN (CP)

MIDDLESBORO

Frequency 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pinnacle Bcstg. Co.

WWNL (CP)

NEWPORT

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.

WOMI

OWENSBORO—EST. 1937

KBS—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: Owensboro Bcstg. Co., Inc.
Business-Studio Address: Byars Ave. & Livermore Rd. (P. O. Box 536).
Phone Numbers.....420-L
Transmitter Location: Byars Ave. & Livermore Rd. (P. O. Box 536).
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Membership.....NAB
President.....Lawrence W. Hager
General-Station-Sales Promotion Manager, Publicity Director..Hugh O. Potter
Program Director.....Norman Hall
Production Manager.....Patsy Roberts
Musical Director.....Cliffordean Potter
Chief Engineer.....Leslie Goodaker
Assistant Mgr., Farm Editor...Marshall Bruner

WVJS

OWENSBORO—EST. 1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By..Owensboro On the Air, Inc.
Business Address.....320 Allen St.
Phone Number.....3408
News Service.....INS
Transcription Service.....Thesaurus, World
Representative.....Rambeau
President.....Vincent J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....Jack McLean
Promotion Director.....John T. Rutledge
Program Director.....Lee C. Meredith
Chief Engineer.....Robert Earl Jagoe

WKYB

PADUCAH—EST. 1946

MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By: Paducah Newspapers, Inc.
Business-Studio Address....504 Kentucky Ave.
Phone Number.....800
Transmitter Location.....Lone Oak, Ky.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service....Standard, Associated
Representative.....Burke, Kuipers & Mahoney
Membership.....NAB, BMB
President.....Edwin J. Paxton, Sr.
General Manager.....E. J. Paxton, Jr.
Commercial Manager.....Sam Livingston
Sales Promotion Manager.....Ray Hoag
Program Director.....Neil McIntyre
Publicity Director.....Marcia Richardson
Musical Director.....Pat Klein
Chief Engineer.....C. G. Sims
Farm Editor.....Andrew Parker

WPAD

PADUCAH—EST. 1930

CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Paducah Bcstg. Co., Inc.
Business-Studio Address.....Taylor Bldg.
Phone Number.....4100
Transmitter Location.....U. S. Route 45
Air Time.....5:00 a.m.-12 M.
News Service.....AP
Transcription Service: World, Lang-Worth, Cole
Representative.....Sears & Ayer
Membership.....NAB, BMB
President, General Manager..Pierce E. Lackey
Station-Commercial Manager:W. Prewitt Lackey
Asst. Mgr. Public Relations.....Gene Peak
Program Director.....Evelyn Carroll
Chief Announcer.....Ray Mofield
Musical Director.....Lynn Wolfe
Chief Engineer.....U. C. Morris

WSFC

SOMERSET—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Southeastern Bcstg. Co.
Business Address.....Pinnell-Led Ford Bldg.

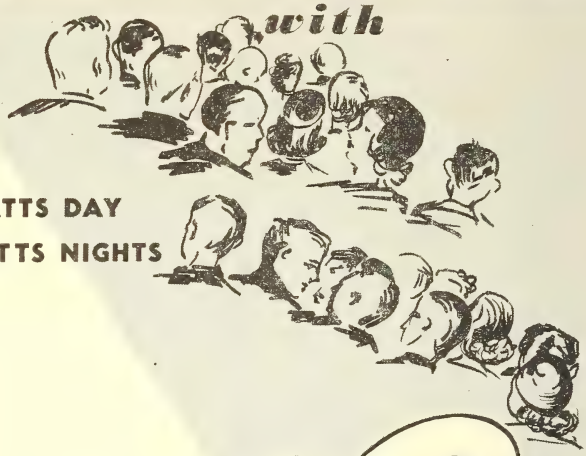
WVLK (CP)

VERSAILLES

MBS

Frequency: 590 Kc.....Power: 1000 watts
Owned-Operated By..Bluegrass Bcstg. Co., Inc.
Business Address...Logan-Helm Memorial Lib.
Phone Number.....654
News Service.....INS
Transcription Service.....SESAC
Representative.....Taylor-Howe-Snowden
President.....A. B. Chandler
Gen.-Commercial Mgr.....W. D. McCammish
Promotion Manager.....Margaret Middendorf
Program Director.....Edwin L. Rogers
Chief Engineer.....Henry C. Hall

All This and More Too



5000 WATTS DAY
1000 WATTS NIGHTS

MONROE LOUISIANA

KMLB

KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales,* INC.

AFFILIATED WITH

AMERICAN BROADCASTING CO.

J. C. LINER, JR., Mgr.

LOUISIANA

Estimated Population 2,549,000—% Increase +7.8—Radio Homes 468,914
Farms with Radios 63,025—Stations in State 37

KROF

ABBEVILLE—EST. 1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By..Abbeville Bcstg. Service, Inc.
Business Address.....P. O. Box 306
Transcription Service.....World
President.....Lovelis Herbert
Gen.-Commercial Mgr.....George P. Martin
Program Director.....Ebba Lou Martin

KALB

ALEXANDRIA—EST. 1935

ABC—LOUISIANA NETWORK

Frequency.....580 Kc.
Power.....5000 Watts d.; 1000 Watts n.
Owned-Operated By....Alexandria Bcstg. Co.
Business-Studio Address...Fifth & Johnson Sts.
Phone Number.....3335
Air Time.....18½ hrs. daily
News Service.....UP
Transcription Service.....World
Representative.....Weed & Co.
Membership.....NAB, BMB
President.....W. H. Allen
Secretary-Treasurer.....T. B. Langford
General Manager.....Willard L. Cobb
Station Director.....Fred Ohl
Sales Manager.....Walter D. Melson
Production Manager.....Harper L. Clark
Publicity Director.....Josephine Miller
Chief Engineer.....Jesse R. Sexton
Farm Editor.....Mildred Gatlin

KPDR

ALEXANDRIA—EST. 1946

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Central La. Bcstg. System
Business-Studio Address.....1710 Jackson St.
Phone Number.....9568
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Capitol
Membership.....BMB
President.....Eugene Levy
General-Station Manager....George I. Maston
Commercial Manager.....Albert Roarke
Chief Announcer.....Hobart Hare
Chief Engineer.....Glen Pebbles

KSYL

ALEXANDRIA—EST. 1947

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Radio Station KSYL
Operated By: Sylvan Fox & Harold Wheelahan, Partners.
Business Address.....P. O. Box 1489
Phone Numbers.....6611-2
Air Time.....17 hrs. daily
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB, BMB
Partners.....Sylvan Fox, Harold Wheelahan
General-Station Manager.....Paul Goldman
Commercial Manager.....Milton Fox
Program Director.....Bruce Rainey
Chief Announcer, Farm Editor...Paul Mitchell
Chief Engineer.....E. W. McDonald

KTRY (CP)

BASTROP

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....Morehouse Bcstg. Co.
Business Address.....217 S. Washington St.
Partners.....Nathan Bolton, A. R. McCleary

WAFB (CP)

BATON ROUGE

Frequency: 1460 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Modern Bcstg. Co.
Business Address....302 La. Natl. Bank Bldg.

WCLA (CP)

BATON ROUGE

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Community Bcstg. Co.
Business Address.....Baton Rouge, La.
Partners.....G. T. Owen, Owen W. Ware

WJBO

BATON ROUGE—EST. 1934

NBC—LOUISIANA NETWORK

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By...Baton Rouge Bcstg. Co.
Business-Studio Address.....444 Florida St.
Phone Number.....5271
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP, UP
Transcription Service.....World; Standard
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....Charles P. Manship, Jr.
V. P.-General Manager.....J. Roy Dabadie
Secretary-Treasurer.....Douglas L. Manship
Sales Manager.....T. E. Gibbens
Chief Engineer.....Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

ABC—LA. ASS'N BROADCASTERS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Business-Studio Address: 204 North St., P. O. Box 240.
Phone Numbers.....2-4411-2
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP, INS
Transcription Service.....Associated, Capitol, SESAC, M. M. Cole
Representative .....Burke-Kuipers-Mahoney
Membership.....NAB, BMB
President.....Harry B. Nelson
General Manager.....Earl H. Smith
Sales Manager.....Lamar Simmons
Publicity Director.....Mildred Bland
Chief Announcer.....Quitman Henley
Chief Engineer.....William H. Bland
Farm Director.....Irving Heath

WIKC

BOGALUSA—EST. 1947

MBS—LA. NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bogalusa Bcstg. Co.
Business Address.....P. O. Box 811
Phone Number.....1906
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World
Membership .....NAB
President, General-Station Manager, Chief Engineer....I. K. Corkern, Jr.
Commercial Manager.....J. H. Knight

KSIG

CROWLEY—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Business-Studio Address: 103 N. Parkerson Ave.
Phone Number 1450
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
President.....Max Thomas
General-Station Manager: B. Hillman Bailey, Jr.
Sales Promotion Manager.....Max Thomas
Commercial Manager.....Lauren R. Stagg
Chief Engineer.....Clovis L. Bailey

WIHL

HAMMOND—EST. 1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....Superior Enterprises
Business Address.....500 W. Morris St.
Partners..Joseph A. Sims, Henry A. Mentz, Jr.

WSLA

HAMMOND—EST. 1947

MBS—KBS—LOUISIANA

Frequency: 1110 Kc.....Power: 250 Watts d.
Owned-Operated By.....Hammond Bcstg. Co.
Business Address.....216 W. Thomas
Phone Number.....888
News Service.....AP
Representative .....Clark
President-Gen. Manager.....Fred Le Mieux
Commercial Manager.....H. D. Hutson
Promotion Manager.....C. M. Kiss
Chief Engineer.....Jacob Rick

KCIL

HOUMA—EST. 1946

MBS—LOUISIANA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Charles W. Lamar, Jr.
Business Address.....P. O. Box 1031
Phone Number.....2047
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Cole
Representative .....Homer Griffith
Membership.....NAB, BMB
President.....Charles W. Lamar, Jr.
General-Station Manager.....Frank Conwell
Sales, Commercial Manager.....Dick Walsh
Sales Promotion Manager.....Keith Kenney
Chief Announcer.....Tom Conwell
Chief Engineer.....Donald L. Jones
Farm Editor.....J. Arthur LeBlanc, Jr.

KVOL

LAFAYETTE—EST. 1935

NBC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Evangeline Bcstg. Co., Inc.
Operated By.....Radio Station KVOL
Business-Studio Address: 510 So. Buchanan St., P. O. Box 1070.
Phone Numbers.....336, 2101
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service....Thesaurus, McGregor
Membership .....NAB, BMB
General-Station Manager..George H. Thomas
Commercial Manager.....Lowell W. McCrary
Sales Promotion Manager.....Lucille LeBlanc
Production Manager.....Mrs. Don Menard
Publicity Director.....Emily Fontenot
Chief Engineer.....Charles T. Hook

KLOU

LAKE CHARLES—EST. 1947

CBS—LOUISIANA NETWORK

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By.....Frank R. Gibson
Business-Studio Address.....134 Clarence St.
Phone Numbers.....7277-8
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Associated
Representative.....The Walker Co.
Membership.....NAB, BMB
Owner.....Frank R. Gibson
General Manager.....H. Vernon Anderson
Station Manager.....G. Frank Carroll, Jr.
Commercial Manager.....Eugene S. Cuny
Sales Promotion Manager: Annelle H. Bulechek
Chief Announcer.....James McConnell
Musical Director.....Lois Carmouche
Chief Engineer.....Ben C. Segrest, Jr.
Farm Editor.....Robert R. Brannon

KPLC

LAKE CHARLES—EST. 1935

NBC—LOUISIANA STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned By: T. B. Lanford, R. M. Dean and L. M. Sepaugh, Partners.
Operated By.....Calcasieu Bcstg. Co.
Business-Studio Address: Majestic Hotel, P. O. Box 1521.
Phone Numbers.....2713-4
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....World
Representative.....Taylor-Howe-Snowden
Executive Partner.....T. B. Lanford
General-Station Manager.....David Wilson
Commercial Manager.....Pelham Mills, Jr.
Sales Promotion Manager.....Bob Thompson
Production Manager, Chief Engineer: A. B. Craft
Chief Announcer.....J. Hampton Keathley

KWSL

LAKE CHARLES—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....A. Stanford Dudley
Business Address.....P. O. Box 1399
Phone Numbers.....6-1401; 3634
Transmitter-Studio Location: Corner of Mill & Front Sts.
Air Time.....16½ hrs. daily
News Service.....UP
Transcription Service.....Capitol, Cole, Lang-Worth
Membership.....NAB
Owner-General Manager...A. Stanford Dudley
Asst. General Manager-Chief Engineer.....E. C. Moses
Sales Manager.....Wm. F. Hession
Production Manager.....James W. Willson

KMLB

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Liner's Broadcasting Station, Inc.
Address.....P. O. Box 1723
Phone Number.....L. D. 25
Studio Address.....Francis Hotel
Transmitter Location.....Millhaven Rd.
Air Time.....5 a.m. to midnight
News Service.....UP
Transcription Service.....World
Representative.....Taylor-Howe-Snoden
Membership.....NAB, BMB
President.....J. C. Liner, Sr.
Gen.-Sales Pro. Manager.....J. C. Liner, Jr.
Program Director.....Otto B. Green
Chief Engineer.....O. L. Morgan

(See Page 436)

KNOE

MONROE—EST. 1944

NBC—LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Bernhardt Bldg.
Phone Number.....921
Air Time.....5 a.m.-12 M.
News Service.....AP
Transcription Service.....Associated, Capitol
Representative....Burke-Kuipers & Mahoney
Membership.....NAB, BMB
President.....James A. Noe
General Manager.....Robert W. Dumm
Commercial Manager.....Al Donaldson
Chief Engineer.....D. K. Strong

KWCJ

NATCHITOCHES—EST. 1947

MBS—LOUISIANA NETWORK—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number.....2353
Air Time.....17 hrs. daily
News Service.....AP
Transcription Service.....Standard
Membership.....NAB, BMB
President.....Dr. Wm. H. Pierson
General-Station Mgr.....Charles L. Planchard
Farm Editor.....Kenneth M. Dowty
Chief Engineer.....Carroll G. Crew

1230 KC. 250 W.

WHERE JUSTICE BRINGS WEALTH

Down South—in NEW ORLEANS—where the mighty Mississippi makes its crescent near the Gulf

EST. NOV. 27 — 1926

Twenty-one years of continuous service, serving a vast invisible audience with

NEWS — SPORTS — MUSIC

Central Standard time given every thirty minutes

TIME TO ADVERTISE

For rates, call MA 3488-9, for proven results

NAT'L. REP. — RAMBEAU

N. Y. CHICAGO L. A.

Owned and Operated by:

C. C. CARLSON

KANE

NEW IBERIA—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...New Iberia Broad. Co.
Address.....St. Peter St.
Phone Number.....965
Studio Address.....104 W. St. Peters St.
Air Time.....7 a.m. to 10p.m.
News Service.....UP
Transcription Service....Standard, MacGregor
Partners.....George H. Thomas, J. J. Davidson
General Manager.....George H. Thomas
Manager.....I. I. Femrite
Chief Engineer.....Joe Sweeney

WDSU

NEW ORLEANS—EST. 1923

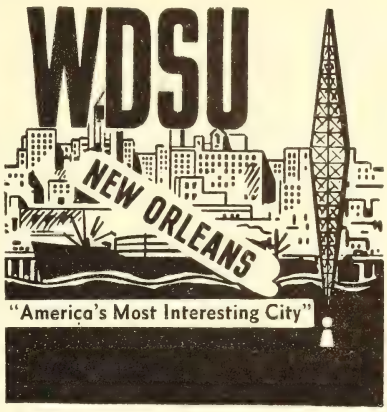
ABC—LOUISIANA STATE—
UNITED NATIONS

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Stephens Bcstg. Co.
Business-Studio: Hotel Monteleone, 214 Royal St.
Phone Number.....Raymond 7135
Transmitter Location.....Algiers, La.
Air Time.....24 hrs. daily
News Service.....AP, UP
Transcription Service.....Associated
Representative .....John Blair
Membership.....NAB, BMB
Partners: E. A. Stephens, Fred Weber, H. G. Wall
General Manager.....Fred Wéber
Asst. to Manager.....Jack Flanigan
Commercial Manager.....Charles Price
Sales Promotion Manager, Publicity Director.....Sylvia Glueck
Program Director.....Stanley Holiday
Special Events Manager.....Jim Young
Sports Announcer.....Byron Dowty
Musical Director.....Joseph Schramm
Chief Engineer.....Lindsey Riddle
Farm Editor.....James Landry

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Charles C. Carlson
Address.....924 Canal St.
Phone Number.....Magnolia 3488-9
Air Time.....6 a.m. to 1 a.m.
News Service.....AP
Representative.....William C. Rambeau Co.
Transcription Service.....Capitol
Membership .....NAB
President-General Mgr.....Charles C. Carlson
Coml. & Prom. Mgr.....Pat J. Shannon
Chief Engineer.....C. C. Carlson



- 5,000 watts delivering 20,000 watts in populated areas of So. Louisiana and Gulf Coast.
- ABC Network
- Central Dialing—1280 KC
- 24-hour operation
- TV Grant Channel 6
- Showmanship of old New Orleans
- Active Local Programming
- FM Construction Permit Channel 287
- John Blair and Co. national representative

* * *

Monteleone Hotel
Royal Street in French Quarter
New Orleans, La.

WJMR

NEW ORLEANS—EST. 1946

Frequency: 990 Kc.....Power: 250 Watts
Owned-Operated By: Supreme Bcstg. Co., Inc.
Business-Studio Address.....Jung Hotel
Phone Number.....Canal 0356
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service..Lang-Worth, Associated
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....William Cortada
Co-Managers: Stanley W. Ray, Jr., George A. Mayoral.
Commercial Manager.....Stanley W. Ray, Jr.
Promotion Manager.....Henry Thiele
Program Director.....James V. Bowler
Production Manager, Chief Announcer.....Woodrow Leafer
Publicity Director.....Jules J. Paglin
Musical Director.....Meredith Gibson
Chief Engineer.....George A. Mayoral

WNOE

NEW ORLEANS—EST. 1926

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Governor James A. Noe
Business Address.....St. Charles Hotel
Phone Numbers.....Raymond 0423-2, 3558
Air Time.....24 hrs. daily
President-Owner.....Governor James A. Noe
General-Station-Commercial-Sales Promotion Manager..James E. Gordon
Program Director, Production Manager.....Beverly Brown
Publicity Director.....Larry Wilson
Chief Engineer.....A. J. Bourgeois

WSMB

NEW ORLEANS—EST. 1925

NBC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address..Maison Blanche Bldg.
Phone Number.....Walnut 2937
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Edward Petry
Membership .....NAB
President.....E. V. Richards, Jr.
General-Station Manager.....H. Wheelahan
Commercial-Sales Promotion Manager .....Ted Fontelieu
Program Director, Production Manager, Publicity Director, Chief Announcer.....Harry Arthur
Musical Director.....Peter Grey
Chief Engineer.....H. G. Nebe
Farm Editor.....Hal Menton

WTPS (CP)

NEW ORLEANS

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Operated By.....The Times Picayune Pub. Co.
Business Address.....601 Howard Ave.
Phone Number.....Canal 5561
News Service.....AP
Transcription Service.....World
General Manager.....H. F. Wehrmann
Commercial Manager.....John R. O'Meallie
Program Director.....Bill Seymour

WWEZ

NEW ORLEANS—EST. 1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sky Bcstg. Service
Business-Studio Address: Hotel New Orleans
Phone Number.....Canal 3521
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Associated
President.....A. L. Chilton
General-Station Manager.....Joe. A. Oswald
Program Director.....Bob Tompkins
Chief Engineer.....Harrison Mondy

WWL

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
Owned-Operated By.....Loyola University
Address.....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Air Time.....5 a.m. to 1 a.m.
News Service.....UP, AP
Transcription Service.....Standard Radio and World
Representative.....The Katz Agency
Membership.....NAB, BMB
President.....Rev. Thomas J. Shields
General Mgr.-Station Mgr...W. H. Summerville
Coml. Mgr.....Larry Baird
Prom. Mgr.....Jack Halladay
Program Director.....Henry Dupre
Chief Engineer.....J. D. Bloom, Jr.

KJAN (CP)

OPELOUSAS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Kjan Bcstg. Co.

KSLO

OPELOUSAS—EST. 1947

MBS—LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Business Address.....P. O. Box 392
Studio Address.....KSLO Bldg.
Phone Number 3776
Air Time.....6 a.m.-11:05 p.m.
Transcription Service .....World
News Service .....UP
Representative.....Sears & Ayer
General Manager.....W. Eugene Jones
Commercial Manager.....Frank Holifield
Program Director.....Sidney King
Publicity Director, Sports & News Editor .....Sam Tarleton
Chief Engineer.....Henry Y. Gantt

KRUS

RUSTON—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ruston Bcstg. Co.
Business Address....105 E. No. Railroad Ave.
News Service.....UP
Transcription Service.....Lang-Worth
Owner-Gen. & Com. Mgr.....C. E. Faulk, Jr.
Station Manager.....Joel M. Hirsch
Office Manager.....Bea Magee
Program Dir.....Allen Hundley, Jr.
Chief Engineer.....Henry Shean

KENT

SHREVEPORT—EST. 1947

MBS

Frequency.....1550 Kc.
Power.....1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam Bldg.
Phone Number.....3-3681
Air Time....6 a.m.-1 a.m.; Sat. 6 a.m.-1 a.m.; Sun. 7:30 12 M.
News Service .....AP
Transcription Service.....Standard
Representative.....The Walker Co.
Membership .....NAB
Owner, General Mgr.....Frank H. Ford
Commercial Manager.....Frank H. Ford, Jr.
Program Director.....Todd Branson
Publicity Director.....Elsa R. Schlubach
Musical Director.....Joe Monroe
Chief Engineer.....L. J. Carlson

KRMD

SHREVEPORT—EST. 1928

ABC—LOUISIANA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Business-Studio Address: New Jefferson Hotel, P. O. Box 1712
Phone Number.....6171
Air Time.....Unlimited
News Service .....AP
Transcription Service.....World
Representative .....Taylor-Howe-Snowden
Membership.....NAB, BMB
President.....T. B. Lanford
General-Station Manager.....G. V. Wilson
Station Director.....W. L. Switzer
Program Director.....Elizabeth V. Alford
Publicity Director.....Jane Reed
Musical Director.....Virginia Cromwell
Chief Engineer.....H. H. Hargrove
Farm Editor.....Ruth E. Mechlin

KTBS

SHREVEPORT—EST. 1928

NBC

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..Radio Station KTBS, Inc.
Business Address.....P. O. Box 1121
Phone Number.....3-3673
Studio Address.....Commercial Bank Bldg.
Air Time....6:00 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Edward Petry
Membership.....NAB, BMB
President.....Allen D. Morris
General-Station Manager.....C. K. Beaver
Commercial Manager.....Neil Cline
Program Director.....Dean Flett
Production Manager.....David Kent
Publicity Director.....Marie Battey
Chief Announcer.....Mike Roppolo
Musical Director.....Cecil Bland
Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—EST. 1925

CBS—SOUTHCENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address: Commercial Building, P. O. Box 1387, Shreveport.
Phone Number.....2-8711
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, Capitol
Representative.....The Branham Co.
Membership.....NAB, BMB
President.....John D. Ewing
General Manager.....Henry B. Clay
Commercial Manager.....Dean R. Upson
Promotion Manager.....James T. Briggs
Program Director.....Robert Atherton
Chief Engineer.....W. E. Antony

MAINE

Estimated Population 911,000—% Increase 7.5—Radio Homes 216,803
Farms with Radios 36,356—Stations in State 14

WFAU

AUGUSTA—EST. 1946

MBS—THE YANKEE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....The Twin City Bcstg. Co., Inc.
Business-Studio Address.....160 Bangor St.
Phone Number.....2540
Transmitter Location.....160 Bangor St.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service .....AP
Transcription Service .....Standard
Representative ..... Forjoe
Membership .....NAB, BMB
President .....Faust Couture
General Manager.....Robert I. Payne
Program Director.....Norman Gallant
Chief Engineer.....Robert H. Parker

WRDO

AUGUSTA—EST. 1932

NBC—NEW ENGLAND REGIONAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....WRDO, Inc.
Business-Studio Address.....175 Water St.
Phone Number 2285
Transmitter Location.....Chelsea, Me.
Air Time .....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative...Weed & Co.; Bertha Bannan
Membership .....NAB, BMB
Chief Owner.....Adeline B. Rines
General-Station Mgr.....Jack S. Atwood
Commercial Manager.....Walter Weightman
Program Dir.-Prod. Mgr.....Donald K. Powers
Chief Engineer.....Harold Dinsmore
Farm Editor.....Linwood Brofee

WABI

BANGOR—EST. 1921

CBS

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By.Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number.....6446
Transmitter Location.....Brewer, Me.
Air Time.....6:30 a.m-12 M.
News Service .....AP
Transcription Service .....Associated
Rep.....Adam J. Young, Jr.-Kettell-Carter
President-Gen.-Station Mgr.....F. B. Simpson
Commercial Manager .....Guy Corey
Pro. Dir.-Prod. Mgr.-Musical Dir....Harold Dorr
Chief Engineer.....Walter Dickson

WGUY

BANGOR—EST. 1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Guy Gannett Bscstg. Services
Business Address.....Box 732
Phone Number.....7354-5
Transmitter-Studio Location....Mt. Hope Ave.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transmitter Service .....Lang-Worth
Representative.....Paul H. Raymer
President-Owner.....Guy P. Gannett
Station Manager....Samuel G. Henderson, Jr.
Commercial Manager.....Harvey M. Grant
Chief Announcer.....Hugh J. MacKinnon
Chief Engineer.....Roger W. Hodgkins

WJOR

BANGOR—EST. 1946

MBS—YANKEE NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Bangor Bcstg. System, Inc.
Business-Studio Address.....22 State St.
Phone Number 5612
Transmitter Location.....Bangor, Me.
Air Time...6:30 a.m.-12 m.; 8 a.m.-12 M. Sun.
News Service .....AP
Transmitter Service .....World
Representative .....Forjoe
General Mgr.-Program Dir.....Lawrence Slon
Chief Engineer.....Stephen Velardi

WLBZ

BANGOR—EST. 1926

NBC—NEW ENGLAND REGIONAL NET.
MAINE BROADCASTING SYSTEM

Frequency: 620 Kc.....Power 5000 Watts
Owned-Operated By....Maine Bcstg. Co., Inc.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 6023
Transmitter Location.....Outer Broadway
Air Time.....5:30 a.m.-12:05 p.m.; 8 a.m.-12:05 p.m.- Sun.
News Service .....UP
Transcription Service .....Thesarus
Representative...Weed & Co.; Bertha Bannan
Membership .....NAB, BMB
President.....William H. Rines
Sta.-Com.-Sales Pro. Mgr..Edward E. Guernsey
Program Director.....Irving S. Hunter
Musical Director.....Norman Lambert
Chief Engineer.....John H. Wibby
Farm Editor.....Linwood Brofee

WCOU

LEWISTON—EST. 1938

MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....3140
Transmitter Location.....East Ave.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Forjoe, Bertha Bannan
Membership .....NAB, BMB
Owner-Executive.....Faust Couture
General-Station Mgr.....John C. Libby
Commercial Manager .....Oscar Normand
Program Director.....Eugene Parker
Prod. Mgr.-Chief Announcer...Laverne Colton
Publicity Director .....Alberghini
Musical Director.....Marion Payne Louisfell
Chief Engineer.....Donald Mason

WLAM

LEWISTON—EST. 1947

ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By...Lewiston-Auburn Bcstg. Corp.
Business Address.....129 Lisbon St.
Phone Number.....6500
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Young, Kettell-Carter
Chief-Owner-Gen. Mgr.....Frank S. Hoy
Station Manager.....Elden H. Shute
Com-Prom. Mgr.....Gerald T. Higgins
Program Manager.....William Finkeldey
Technical Director.....Leslie R. Hall

WCSH

PORTLAND—EST. 1925

NBC—NEW ENGLAND REGIONAL
MAINE BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By...Congress Square Hotel
Business-Studio Address.....157 High St.
Phone Number.....2-0181
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Thesaurus
Representative...Weed & Co.; Bertha Bannan
Membership .....NAB, BMB
President.....Adeline B. Rines
General Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Mgr.....Rudolph O. Marcoux
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Chief Engineer.....G. Fred Crandon
Farm Editor.....Linwood H. Brofee

WGAN

PORTLAND—EST. 1938

CBS

Frequency: 560 Kc.....Power 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address....645a Congress St.
Phone Number 2-7489
Trans. Location..Lane Ave., Riverton, Portland
Air Time.....6 a.m.-12:05 a.m.; ..8 a.m.-12:05 a.m. Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer Co.
Membership .....NAB
President-Owner-Gen. Mgr.....Guy P. Gannett
Station Mgr.-Pub. Dir....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Program Director.....Richard E. Bates
Musical Director.....Arthur Kendall
Chief Engineer.....Roger W. Hodgkins

WMTW

PORTLAND—EST. 1946

MBS—THE YANKEE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network

Covering Central Maine
with 3 outlets
WCOU
&
WCOU-FM
93.9 MGS
of Lewiston
WFAU
of Augusta
•
MUTUAL
YANKEE
•
Represented Nationally by
Forjoe & Company
New York

Business-Studio Add ess.....Falmouth Hotel
Phone Number 4-2649
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service.....AP, INS
Transcription Service....Standard, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President .....William O'Neil
Station Manager.....Charles Curtin
Commercial Manager.....Linus Travers

WPOR
PORTLAND—EST. 1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned Operated By.....Oliver Bcstg. Co.
Business-Studio Address.....Chapman Bldg.
Phone Number.....Portland 3-8111
Transmitter Location.....Baxter Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative....Avery-Knobel; Elmer Kettell
Membership .....NAB, BMB
President-General Mgr.....Murray Carpenter
Assistant Manager.....Gordon J. Lewis
Sales Promotion Manager..James H. McKnight
Program Director.....Gordon J. Lewis
Chief Announcer-Mus. Dir..Richard B. Bronson
Chief Engineer.....Roger Perry

WAGM
PRESQUE ISLE—EST. 1931
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Aroostook Bcstg. Corp.
Business-Studio Address.....180 State St.
Phone Number.....8821
Transmitter Location.....U. S. Route No. 1, 4 mi. from Presque Isle.
Air Time...6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
News Service .....UP
Transcription Service.....Cole, SESAC, Thesaurus, Keystone
Representative....Cox & Tanz, Bertha Bannan
Membership .....NAB, BMB
Gen.-Station-Commercial Mgr....H. D. Glidden
Program Dir.-Prod. Mgr.-Farm Ed....Ted Coffin
Chief Announcer-Musical Dir....Clayton Smith
Chief Engineer.....L. E. Hughes

WTVL
WATERVILLE—EST. 1946
ABC

Frequency: 1490 Kc.....Power. 250 Watts
Owned-Operated By.....Kennebec Bcstg. Co.
Business-Studio Address.....36 Silver St.
Phone Number.....370 and 1251
Transmitter Location.....Winslow, Me.
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Rep.....Radio Adv. Co.; Kettell-Carter, Inc.
Membership .....NAB, BMB
President-Gen.-Station Mgr..Carleton D. Brown
Com. Mgr.-Sales Pro. Mgr.....Harold L. Vigue
Program Dir.-Prod.-Mgr..Charles F. Halsted, Jr.
Publicity Director.....Richard S. Reid
Chief Announcer.....Timothy C. Osborne
Musical Director.....Paul R. Huber
Chief Engineer.....Donald H. Sutherland
Farm Editor.....Arthur Vaughn

For the best in news quality . . .

AP

Membership!

HOW MUCH GOLD
in a minute's worth of radio?

Let's not kid ourselves another day. Radio time buying and production are going to be on the spot with advertisers in the battle for brands.

Radio is no longer a device to introduce the Sales Manager to the Hollywood stars. Radio is no longer in the business of making a show producer out of the man who can run a factory better. Time buyers can no longer buy radio station power and call letters and coverage maps and station personalities.

Radio must have an answer to the big questions when the advertiser asks: "How much does it cost to reach my listener? How much goods does my radio sell?"

And the advertiser is asking you! Every dollar of radio time has got to work harder. Reach more people. Produce more sales at lower costs.

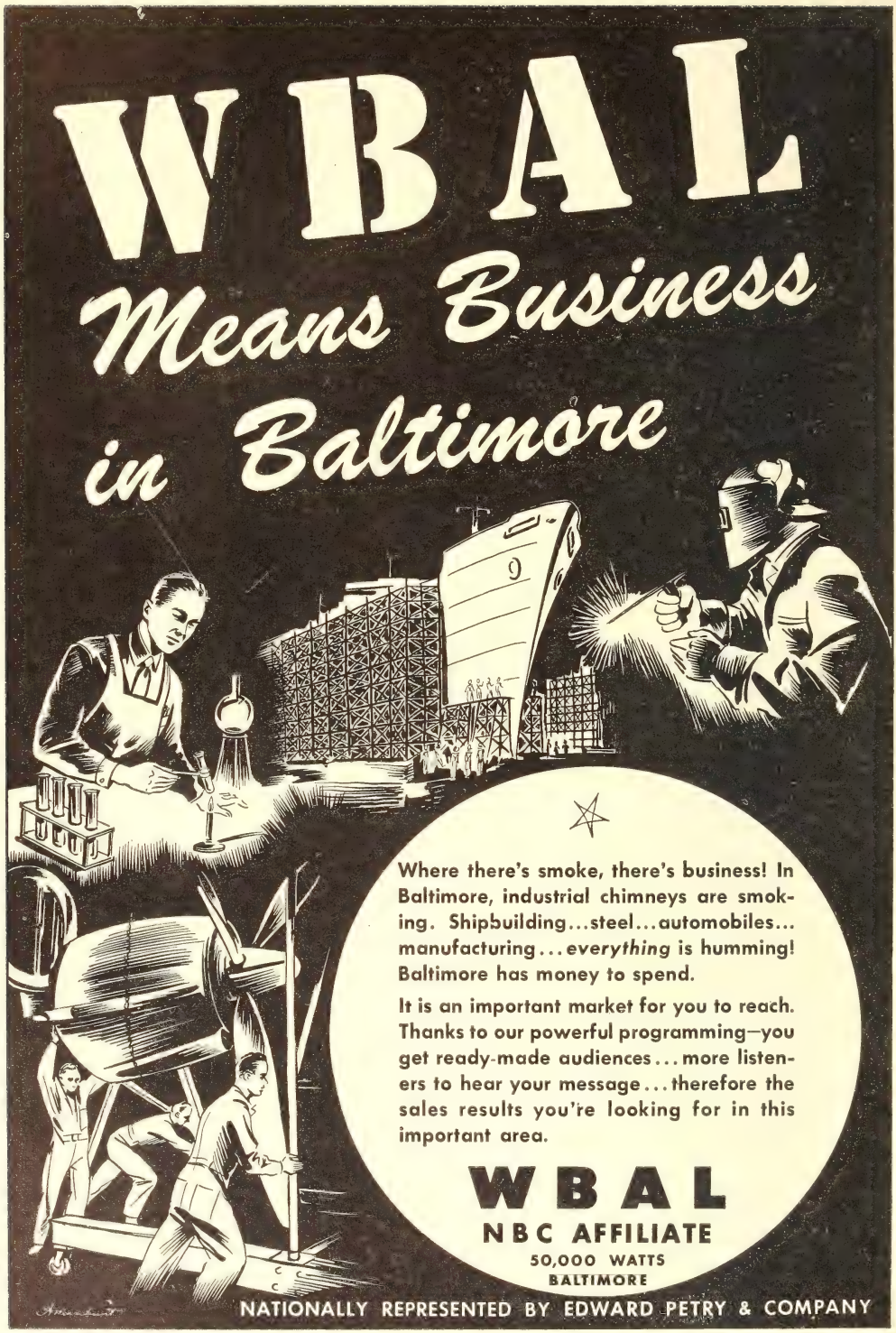
That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13 station towns that have cropped up, if they're going to get the smartest return for the client's money.

The glamour has gone out of radio time buying. From here on in, it's just plain hard work!

The successful independent station in Baltimore that delivers more listeners-per-dollar-spent than any other station in town is . . .

WITH AM FM

Tom Tinsley, President **Represented by Headley-Reed**


WBAL
Means Business
in Baltimore
Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles... manufacturing...everything is humming! Baltimore has money to spend.
It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences...more listeners to hear your message...therefore the sales results you're looking for in this important area.
WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE
NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,215,000—% Increase 21.6—Radio Homes 551,829
Farms with Radios 31,628—Stations in State 23

WANN

ANNAPOLIS—EST. 1947

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By....Annapolis Bcstg. Corp.
Business-Studio Address: 25 School St., P. O. Box 749.
Phone Number.....2500
Transmitter Location.....Bay Ridge Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service.....Long-Worth, SESAC
Membership .....NAB
President, General Manager....Morris H. Blum
Station-Sales Manager.....Thomas S. Carr
Chief Engineer.....C. E. Franklin
Farm Editor.....Jay Grayson

WASL

ANNAPOLIS—EST. 1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Operated By..Chesapeake Radio Corp.
Business Address: Box 612, Post Office Bldg.
Phone Number.....9211

ON THE RICH
EASTERN and
WESTERN
SHORES of
MARYLAND IT'S

WANN

NEWS
SPORTS
MUSIC

BETWEEN THE BALTIMORE
AND WASHINGTON MARKET

1000 W **WANN** 190 on the dial

MARYLAND'S CAPITAL STATION
ANNAPOLIS, MARYLAND

Transmitter-Studio Location.....Truxton Hgts.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World
Membership .....NAB
President .....Robt. Blalock
General-Station-Commercial Manager .....William H. Dodderidge
Sales Promotion Manager, Program Director, Musical Director...Harold Stephens
Publicity Director.....Gordon Richards
Chief Announcer.....Harrison Eagles
Chief Engineer.....Joseph Griscom
Farm Editor.....Bob Jones

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 N. Charles St.
Phone Number.....Hopkins 3000
Transmitter Location.....Winans Rd., Randallstown, Md.
Air Time.....19¼ hours daily, 17 hours Sunday
News Service.....INS; UP & AP
Transcription Service.....World, Thesaurus
Representative.....Edward Petry & Co.
Membership .....NAB, BMB
General Manager.....Harold C. Burke
Commercial Manager.....Kenneth L. Carter
Program Director.....Joan Dickman
Chief Engineer.....Richard D. Duncan

WBMD

BALTIMORE—EST. 1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Cccstg. Corp.
Business Address.....2 W. Eager St.
Phone Number.....Vernon 8125
News Service.....AP
Transcription Service.....Associated
President.....George E. Hull
General Manager.....William R. Burrier
Program Director.....Genevieve Cain
Chief Engineer.....Russell H. Morgan

WCAO

BALTIMORE—EST. 1922

CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By: The Monumental Radio Co.
Business-Studio Address....1102 N. Charles St.
Phone Number.....VErnon 0600

Transmitter Location: Park Heights Ave. Extended, Baltimore County.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President.....Lewis M. Milbourne
Executive Vice President, General-Station Manager.....L. Waters Milbourne
Commercial-Sales Promotion Manager, Publicity Director.....Leslie H. Peard, Jr.
Program Director.....George L. Filling
Chief Engineer.....Martin L. Jones

WCBM

BALTIMORE—EST. 1924

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Baltimore Bcstg. Corp.
Business-Studio Address: Community House, North at Harford.
Phone Number.....UNiversity 8400
Air Time.....6:30 a.m.-12 M.
News Service.....INS, UP
Transcription Service.....Associated
Representative.....Weed & Co.
Membership.....NAB
President.....John Elmer
General-Station Manager....George H. Roeder
Sales Manager.....John Elmer
Program Director.....Charles A. Roeder
Musical Director.....Jack Rohr
Chief Engineer.....G. Porter Houston
Public Service Dir.....Newell A. Warner

WFBR

BALTIMORE—EST. 1922

ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By: The Baltimore Radio Show, Inc.
Business-Studio Address.....10 E. North Ave.
Phone Number.....Mulberry 1300
Air Time.....6 a.m.-1 a.m.;8 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, BMB
President.....Robert S. Maslin
Executive Vice President..Hope H. Barroll, Jr.
Vice President-Treasurer...J. H. L. Trautfelter
Sales Manager: (National) William S. Pirie; (Local) William R. Dothard.
Asst. Secretary-Asst. Treasurer.....Robert S. Maslin, Jr.
Publicity Director.....Guy Griffen
Chief Announcer.....Henry Hickman
Chief Engineer.....William Q. Ranft

WITH

BALTIMORE—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Maryland Bcstg. Co.
Business-Studio Address...7 East Lexington St.
Phone Number.....Lexington 7808
Air Time.....24 hrs. daily
News Service.....AP
Transcription Service...Standard, Lang-Worth
Representative.....Headley-Reed
Membership.....NAB
President, General-Station Manager.....Thomas Garland Tinsley, Jr.
Commercial-Sales Promotion Manager.....Robert C. Embry
Program Director, Production Manager.....William J. Warren
Publicity Director.....Mae Hughes
Music Librarian.....Anna Ray Suter
Chief Engineer.....James S. Duff
Traffic Manager.....Catherine Sennott

WMAR (CP)

BALTIMORE

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By.....A. S. Abell Co.
Business Address....Baltimore & Charles Sts.
Vice-President.....E. K. Jett

WSID

BALTIMORE—EST. 1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WSID, Inc.
Business-Studio Address.....136 Eastern Ave.
Phone Number.....Essex 2233
Air Time.....Local sunrise-local sunset
News Service.....INS
Transcription Service.....Capitol
Representative.....Forjoe & Co.
Membership.....BMB
President.....Sidney H. Tinley, Jr.
General-Station Manager, Chief Engineer.....Albert C. Goldbach
Commercial-Sales Promotion Manager.....Armand Terl
Program Director.....Raymond Kay
Production Manager.....Will Taylor

WBCC

BETHESDA-CHEVY CHASE—EST. 1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Operated By: Broadcast Management, Inc.
Business-Studio Address.....5 Wilson Lane
Phone Number.....Oliver 2800
Transmitter Location....Kenwood Golf Course

Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service..Associated, Lang-Worth
Membership .....NAB
President.....Willard D. Egolf
Sales Promotion Manager.....John Haskell
Program Director.....William L. Browne
Production Manager.....R. John Hugh
Musical Director.....Del Turner
Chief Engineer.....Vernon Story
Dir. of Junior Activities.....Ed Hoffman

WTBO
CUMBERLAND—EST. 1928
NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Cumberland Broadcasting Co. (Partnership).
Business-Studio Address.....31 Frederick St.
Phone Number.....Cumberland 299
Transmitter Location: Reservoir Ave., Cumberland, Md.
Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service.....AP, UP
Transcription Service.....World
Membership.....NAB, BMB
President, Commercial-Sales Promotion Manager.....Mrs. Aurelia S. Becker
Program Director.....Edwin F. Hinkle
Chief Engineer.....David W. Jefferies
Farm Editor.....Robert Rosamond

WCMD
CAMBRIGDE—EST. 1947

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....The Cambridge Co.
News Service .....UP
Transcription Service .....Standard
Partners.....James T. Littlepage, Thomas P. Littlepage
Commercial Manager.....John Schneider

WCUM (CP)
CUMBERLAND

Frequency: 1490Kc.....Power: 100 Watts
Owned-Operated By....The Tower Realty Co.
Business Address.....222 S. Baltimore St., Baltimore, Md.

CALL LETTERS TO BE ASSIGNED (CP)
EASTON

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By...Easton Bcstg. Co., Inc.
Business Address.....Easton, Md.
President.....John N. Critchlow, Sr.

WTBO
your
Tri-STATE
Voice
Maryland
WTBO
Pennsylvania
West Va.
NBC
Affiliation
Cumberland, Maryland

WFMD

FREDERICK—EST. 1936

CBS—MARYLAND NETWORK

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....Winchester Hall
Phone Number.....1626
Air Time: 6 a.m.-12:05 a.m.; 7:30-12:05 a.m., Sun.
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB
President-Owner.....Laurence Leonard
General-Station Manager.....Bill Hardy
Ass't Mgr., Chief Engineer: James W. Robertson
Chief Announcer, Farm Editor.....Bill Sell

WARK

HAGERSTOWN—EST. 1947

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Antietam Bcstg. Corp.
Business Address.....128 S. Prospect St.
Phone Number.....4500
Transcription Service.....Thesaurus
Representative.....Radio Adv.
President.....Andrew K. Coffmann
Gen.-Coml. Mgr.....Stewart W. Phillips
Chief Engineer.....G. Harold Brewer

WJEJ

HAGERSTOWN—EST. 1932

MBS—MARYLAND

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Hagerstown Bcstg. Co.
Business-Studio Address.....Franklin Court
Phone Number.....2323
Air Time.....6 a.m.-12 Md.
News Service.....AP
Transcription Service.....Lang-Worth, World, SESAC
Membership.....NAB, BMB
Chief Owner, General Mgr...Grover C. Crilley
Commercial Mgr.....Wm. H. Paulsgrove
Production Manager.....Robert Lesher
Chief Announcer.....D. Glenn Thomas
Chief Engineer.....George McIntire
Farm Editor.....Will Groff

WASA (CP)

HAVRE DE GRACE

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Operated By.Chesapeake Bcstg. Corp.
Business Address.....Havre De Grasse
President.....Jayson T. Pate

WESL

PRESTON—EST. 1947

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By..Eastern Shore Bcstg. Co.
Business Address.....Preston, Md.
Phone Number.....2491
Air Time.....Local sunrise-local sunset

WBOC

SALISBURY—EST. 1940

MBS

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By: The Peninsula Bcstg. Co.
Business-Studio Address.....Radio Park
Phone Number.....2480
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Burn-Smith
Membership.....BMB
President.....John W. Downing
General Manager.....Charles J. Truitt
Musical Director.....Charles Russell Yohe
Chief Engineer.....Peter A. Alfonsi

WGAY

SILVER SPRING—EST. 1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By: Tri-Suburban Bcstg. Co.
Business-Studio Address.....Kemp Mill Rd.
Phone Number.....Shepherd 1050
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World, SESAC
President.....John W. Kluge
General-Station, Publicity Director.....Joseph L. Brechner
Sales-Commercial Manager: Robert W. Jonscher
Program Director.....Ernest Tannen
Chief Announcer.....Ernie Tannen
Chief Engineer.....Nick Chaconas

WOOK

SILVER SPRING—EST. 1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address: 1143 Connecticut Ave., N. W., Washington, D. C.
Phone Number.....National 8336
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer
Membership.....NAB
President, General-Station-Commercial, Sales Promotion Manager.....Richard Eaton
Program Director.....Albert Lamphear
Production Manager, Publicity Director Chief Announcer.....James Stevens
Musical Director.....Omas McKim
Chief Engineer.....James Gilbert

MASSACHUSETTS

Estimated Population 4,725,000—% Increase 9.5—Radio Homes 1,225,899
Farms with Radios 33,660—Stations in State 42

WBMS

BOSTON—EST. 1946

Frequency: 1090 Kc....Power: 1000 Watts d.
Owned-Operated By....The Templetone Radio Mfg. Corp.
Business Address.....35 Court St.

WBZ-WBZA

BOSTON & SPRINGFIELD—EST. 1921

NBC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1030 Kc.....Power: 50,000 (WBZ) 1000 (WBZA)
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address..WRS, Inc., 1619 Walnut St., Philadelphia 3, Pa.
Phone Number.....Rittenhouse 6-6870 (Phila.)
Station Address.....WBZ—275 Tremont St., Boston; WBZA—Hotel Kimball, Springfield. After June, '48: 1170 Soldiers Field Road, Allston 34, Mass.
Station Phone Nos.....WBZ—HAncock 64261; WBZA—Springfield 6-8336. After June, '48: HAncock 6-4261.
Transmitter Location.....Hull, Mass.—East Springfield, Mass.
Air Time.....5:30 a.m.-1 a.m.; Sun., 7:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. H. Massé
Ass't Sales Mgr.....Lynn Morrow
Program Mgr.....W. Gordon Swan
Production Mgr.....Stephen Burke
Publicity Representative....Wendell A. Davis
Special Events Director.....Colton G. Morris
Musical Director.....Avner Rakov
Chief Engineer.....WBZ—W. H. Hauser; WBZA—H. E. Randol
Educational Director.....Ben A. Hudelson

WCOP

BOSTON—EST. 1935

ABC
Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Massachusetts Bcstg. Corp.
Business-Studio Address.....485 Boylston St.
Phone Number.....CO 7-0123
Air Time..6 a.m.-1 a.m.; Sun., 7:30 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service.....Standard
Representative.....Katz Agency
Membership .....NAB, BMB
President .....Gardner Cowles
General-Station Mgr.....Craig Lawrence
National Sales Mgr.....A. N. Armstrong, Jr.
Local Sales Mgr.....Harry Wheeler
Sales Promotion Mgr.....Harry D. Goodwin
Program Director.....Gene King
Production Manager.....Henry Lundquist
Publicity Director.....Harry D. Goodwin
Chief Announcer.....Ellie Dierdorff
Chief Engineer.....Roland C. Hale
Farm Editor.....George Graves

WEEI

BOSTON—EST. 1924

CBS
Frequency: 590 Kc.....Power 5000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business-Studio Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
President, (CBS).....Frank N. Stanton
General-Station Mgr.....Harold E. Fellows
Asst. Mgr. in Charge of Programs and Sales.....Kingsley F. Horton
Asst. Sales Manager.....H. Roy Marks
Sales Promotion Mgr.....Guy H. Cunningham
Asst. Program Dir.....Frederick H. Carrigus
Production Manager....Raymond G. Girardin
Publicity Director.....Marie H. Houlahan
Chief Announcer.....Carlton H. Dickerman
Musical Director.....Frank Bell
Chief Engineer.....Harold A. Dorschug
Farm Editor.....Jesse H. Buffum

WHDH

BOSTON—EST. 1927

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By...Boston Herald-Traveler
Business-Studio Address....6 St. James Ave., Boston 16, Mass.
Phone Number.....HANcock 5500
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service...Standard, Lang-Worth, Capitol
Representative.....John Blair
Membership .....NAB
President.....Robert B. Choate
General Manager.....William B. McGrath
Commercial Mgr.....William W. Warner

THE YANKEE NETWO

Member of the Mutual Broadcasting S

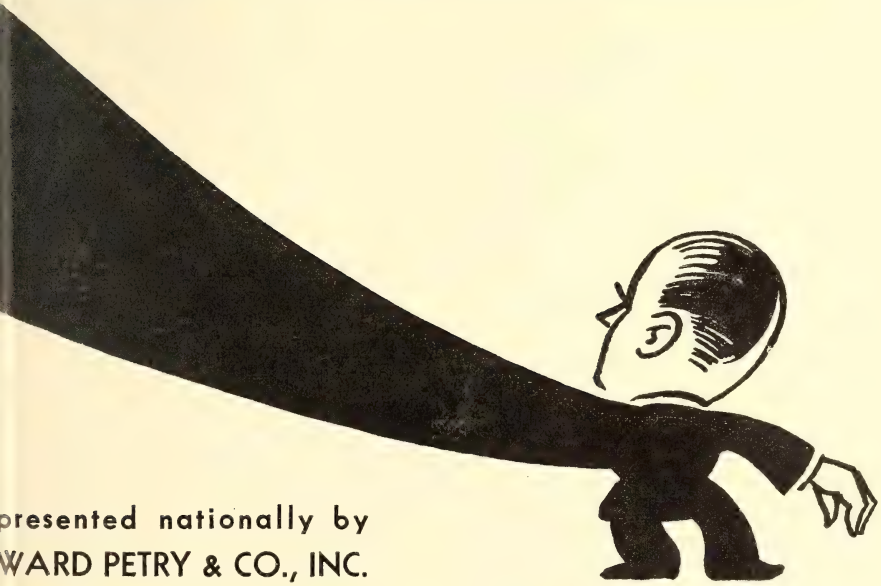
21 Brookline Avenue, Boston 15, M

HE YANKEE NETWORK

with its 23 local home-town stations, gives you 89.4% coverage of New England's radio homes — the longest reach in radio in New England to turn purchasing power into sales.

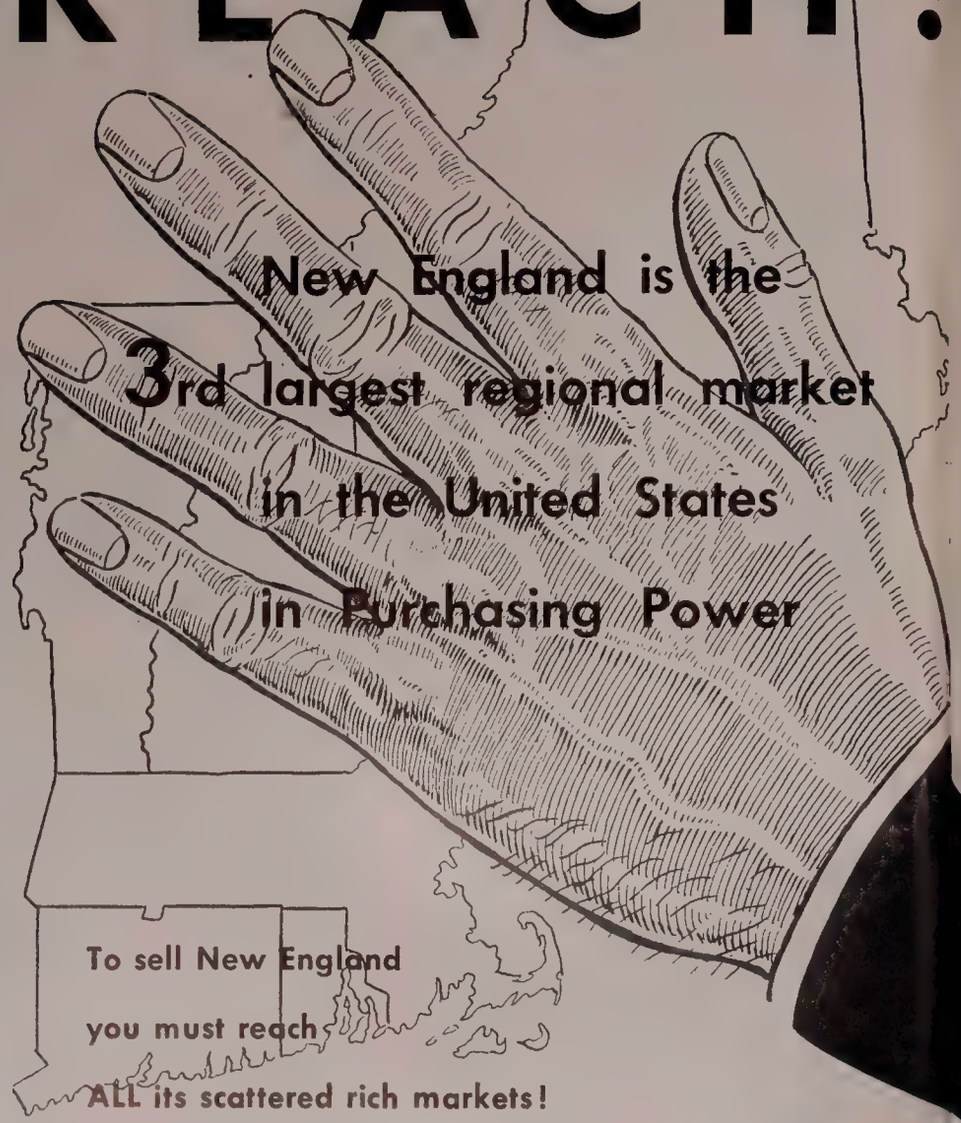
ASK YOUR PETRY MAN

Acceptance is THE YANKEE NETWORK'S *Foundation*



presented nationally by
WARD PETRY & CO., INC.

REACH!



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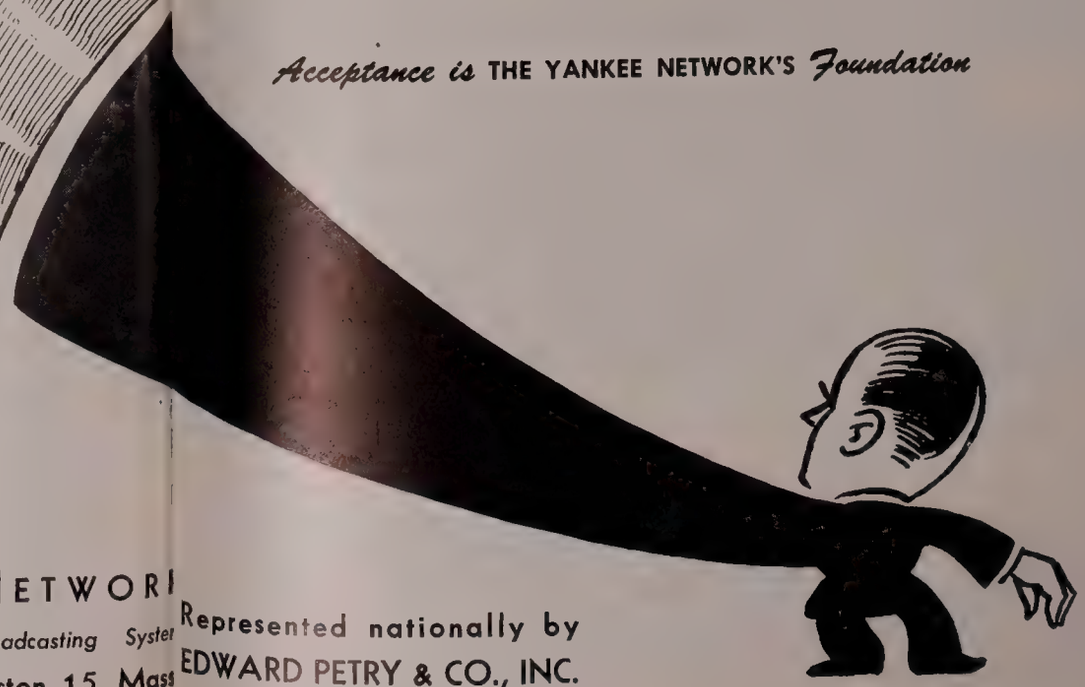


THE YANKEE NETWORK

Member of the Mutual Broadcasting System

21 Brookline Avenue, Boston 15, Mass.

Represented nationally by
EDWARD PETRY & CO., INC.

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS ... ON THIS!

"THE MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

INQUIRE NOW ABOUT OUR GUARANTEED 13 – 26 – 52 WEEK CONTRACT PLAN

WORL

BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES

Program Director.....George M. Perkins
Production Mgr.....George M. Watson, Jr.
Chief Engineer.....Philip K. Baldwin

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Air Time.....7:30 a.m.-12 M.
News Service.....INS
Transcription Service.....Associated, Lang-Worth, SESAC
Membership.....NAB, BMB
President.....John Reilly
General-Commercial Mgr.....William S. Pote
Technical Director.....Alfred J. Pote
Sales Promotion Manager.....George Kaplan
Program Director.....John Reilly
Chief Engineer.....John Memishian

WNAC

BOSTON—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network
Business-Studio Address....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, INS, Reuters
Transcription Service...Standard, Associated, SESAC
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President-Owner.....William O'Neil
Vice President-Gen.-Com. Mgr...Linus Travers
Promotion Manager.....David F. Shurtleff
Program Dir.-Vice Pres.....George W. Steffy
Publicity Director.....Phyllis Doherty
Chief Engineer.....Irving B. Robinson

WORL

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Bcstg. Service Organization, Inc.
Business-Studio Address.....216 Tremont St.
Phone Number.....Liberty 4540
Transmitter Location.....Needham, Mass.
Air Time.....6:30 a.m.-Local Sundown
News Service.....AP, UP
Representative.....Forjoe
Membership.....NAB
President.....Harold A. Lafount
General-Station Manager.....George Lasker
Program Dir.-Chief Announcer...Robert Perry
Chief Engineer.....John W. Parker

WBET

BROCKTON—EST. 1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated by..Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Numbers.....Brockton 7062-3
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service: Thesaurus, Lang-Worth, SESAC.
Membership.....NAB
General Manager.....Charles A. Fuller
Commercial Manager.....Paul A. Belaire
Production Manager.....Joseph Quill
Technical Director.....Mark L. MacAdam

WBKA (CP)

BROCKTON

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cur-Nan Co.

WVOM (CP)

BROOKLINE

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Operated By...The Boston Bcstg. Corp.
Business Address.....100 Summit Ave.
Phone Number.....Beacon 3349
President.....John C. Pappas
Exec. Vice-Pres.....Benjamin Bartzoff

CALL LETTERS TO BE ASSIGNED (CP)

CAMBRIDGE

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Harvey Radio Labs.
Business Address.....Cambridge, Mass.
President.....Frank Lyman, Jr.
Vice-Pres.....Jeanne S. Lyman

WACE

CHICOPEE—EST. 1946

ATLANTIC FOOTBALL NETWORK

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Business-Studio Address: Hotel Worthy, Springfield, 326 Chicopee St., Chicopee, Mass.
Phone Number.....Springfield 6-1323
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....McGeehan and O'Mara
Membership.....NAB
Treasurer.....John S. Begley
General-Station Manager.....John S. Lloyd
Commercial Manager.....David Hayes
Publicity Director.....Forbes Parkyn
Chief Announcer.....Lee Smith
Chief Engineer.....Ralph Robinson

CALL LETTERS TO BE ASSIGNED (CP)
FALL RIVER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Narragansett Bcstg. Co.
Business Address.....12 Hudner Bldg.
Partners.....Mitchell G. Meyers, Ruben E. Aronheim, Milton H. Myers

WSAR
FALL RIVER—EST. 1921
MBS—THE YANKEE NETWORK

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By....The Fall River Bcstg. Co., Inc.
Business-Studio Address....Academy Building
Phone Number.....7-9477
Transmitter Location....South Somerset, Mass.
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative..Headley-Reed, Bertha Bannan
Membership .....NAB, BMB
President-General Mgr.....Melvin Lahr
Commercial Manager.....John Harrington
Sales Pro. Mgr.-Publicity Dir.....John Crowley
Program Dir.-Production Mgr.....Angus Bailey
Chief Announcer.....Joseph J. Welch
Musical Director.....John Zmuda
Chief Engineer .....John Pavao

WEIM
FITCHBURG—EST. 1941
MBS—YANKEE NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers
Operated By.....Radio Station WEIM
Business-Studio Address.....717 Main St.
Phone Number 1600-1
Transmitter Location.....Summer St., Lunenberg, Mass.
Air Time...6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....AP
Representative .....Bertha Bannan
Membership .....NAB
Operating partner.....Milton H. Meyers
General Mgr.-Farm Editor.....Earle Clement
Commercial Mgr.....Ford Billings
Program Dir.-Chief Announcer....Dick Tucker
Chief Engineer.....Ted Kalin

WKOX
FRAMINGHAM—EST. 1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By....Suburban Bcstg. Co.
Business-Studio Address....Smith Bldg., Irving Sq.
Phone Number 7400-5003
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Capitol, Thesaurus
Representative..Kettell-Carter, The Friedenberg Agency
Membership .....NAB
General-Station Manager...Richard E. Adams
Commercial Manager....James H. Shoemaker
Program Director.....Lee Emmerich
Production Manager, Publicity Director.....G. Ellis Mott
Musical Director.....Merrill Smith
Chief Engineer.....Francis Bartol

WHOB
GARDNER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Gardner Bcstg. Co.
Business Address.....39 Pleasant St.
Phone Number 1490
Studio Address.....The Colonial Hotel
Transmitter Location.....Green St.
Air Time.....8 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....SESAC, Thesaurus
Representative.....William G. Rambeau
Membership .....NAB
President-Owner, General Manager.....David M. Richman
Station Manager.....Ted Jones
Program Director.....George Gray
Chief Engineer.....Parker Vincent

WHAI
GREENFIELD—EST. 1938
MBS—YANKEE
MBS—YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number.....Greenfield 4301 or 4302
Air Time.....6:45 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Bertha Bannan
Membership .....NAB
President-Owner.....John W. Haigis
Manager.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Program Director, Chief Announcer.....Lawrence A. Coney
Publicity Director.....Graydon Spragg
Chief Engineer.....Leland F. Wheeler

WHAV
HAVERHILL—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...The Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number 7090

Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Associated, World, SESAC
Representative....Kettell-Carter, McGeehan & O'Mara
Membership .....NAB
Pres. & Treas.....John T. Russ
General-Station Manager.....John T. Russ
Chief Engineer.....Herbert W. Brown

WHYN

HOLYOKE—EST. 1941

MBS—YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ....Hampden-Hampshire Corp.
Business Address.....180 High St.
Phone Number 8238-9
Air Time .....6:45 a.m.-12 M.
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative.....The Walker Co.
Membership .....NAB, FMA
President .....William Dwight
General-Station Manager..Charles N. De Rose
Sales Manager.....P. J. Montague
Chief Engineer.....Thomas Humphrey

WLAW

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....Hildreth & Rogers Company
Address .....278 Essex Street
Phone Number.....Lawrence 4107
Studio Address..... 278 Essex St., Lawrence; Fairburn Bldg., Lowell
Transmitter Location.....River Road, Andover, Mass.
Air Time.....6 a.m. to 1 a.m.
Newspaper Affiliation.....Eagle-Tribune
News Service .....UP
Representive ..... Weed & Company
Membership .....NAB, BMB
Pres. & Treas.....Irving E. Rogers
Gen. Mgr.-Station Mgr.....Harold B. Morrill
Sales Promotion Mgr.....Fred Sullivan
Sales Manager.....David Kimel
Program Director.....James T. Maloney
Chief Engineer.....George A. Hinckley

WCCM

LAWRENCE-LOWELL—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Lawrence Bcstg. Co.
Business Address.....54 Essex St., Lawrence, Mass.
Phone Number....(Lowell) 20580; (Lawrence) 87171
Studio Address..11 Kearney Sq., Lowell, Mass., 54 Essex St., Lawrence, Mass.
Transmitter Location.....Chandler Rd., West Andover, Mass.
Air Time .....Limited
News Service .....AP
Transcription Service.....Thesaurus, Capitol, SESAC
Representative.....Forjoe, Bertha Bannan
Membership .....NAB
President .....George H. Jaspert
General Manager, Chief Engineer.....Gordon S. Ley
Commercial Manager.....William C. Engel
Program Director.....Louis J. Rocke
Production Manager.....Charles Tarkinson

WLLH

LOWELL-LAWRENCE—EST. 1934

MBS—YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Merrimac Bcstg. Co., Inc.
Business Address....39 Kearney Sq., Lowell, Mass.
Phone Numbers..Lowell 8715, Lawrence 2-2148
Transmitter-Studio Location...39 Kearney Sq., Lowell, Mass., Cregg Bldg., Lawrence, Mass.
Air Time.....6:25 a.m.-12 M.
News Service .....AP
Transcription Service .....Associated
Representative .....Edward Petry
President .....Gerald Harrison
Vice-President.....Carl S. Wheeler
Station Manager.....Dana W. Fitzgerald
Commercial Manager.....Haskell Blomberg
Chief Announcer.....Tom Clayton
Chief Engineer.....A. G. Michaels

WLYN

LYNN—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By....Puritan Bcstg. Service, Inc.
Business Address.....7 Willow St.
News Service .....UP
Transcription Service.....SESAC, Associated
President-General Manager.....A. M. Morgan
Commercial Manager.....James B. Dunbar
Program Director.....Dorothy Rich
Chief Engineer.....John W. Parker

WNBH

NEW BEDFORD—EST. 1922

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bristol Bcstg. Co., Inc.
Business-Studio Address.....588 Pleasant St.
Phone Number 8-5228
Air Time.....Unlimited
News Service .....AP
Transcription Service .....World
Representative....Wm. G. Rambeau, Bertha Bannan
Membership .....NAB
Vice-Pres.-Treas. .....Basil Brewer
Station Manager.....James M. Patt
Sales Promotion Mgr.....Edward Bohgosian
Chief Engineer.....Arthur Deters

WKOB

NORTH ADAMS—EST. 1947

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Citizens Bcstg. Co.
Business Address.....20 State St.
Phone Number.....3470
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....McGillvra
Owners....John T. Ward, Jr., E. B. Cureton, Jr., G. W. Fisher, Joseph R. Trott, Jr.
Commercial Manager.....John T. Ward, Jr.
Business Manager.....E. B. Cureton, Jr.
Promotion Manager.....George W. Fisher
Program Director.....Thomas M. Donlin
Chief Engineer.....Bud Kordalewski

WMNB

NORTH ADAMS—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....North Berkshire Bcstg. Co.
Business Address.....27 Bank St.
Partners.....Robert B. Clark, Robert Hardman, James C. Keyworth

WBEC

PITTSFIELD—EST. 1947

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Wester Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number 8292
Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-12 M.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative.....J. P. MacKinney
Membership .....NAB
Owners.....L. K. Miller, D. B. Miller

General-Station Manager, Chief Engineer.....James L. Spates
Commercial-Sales Promotion Manager.....W. Wendell Budrow
Program Director.....Franklin Wiener
Publicity Director.....John Williams
Farm Editor.....Nina Graham

WBRK

PITTSFIELD—EST. 1938

MBS—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Greylock Bcstg. Co.
Operated By.....Leon Podolsky
Business-Studio Address.....8 Bank Row
Phone Number 2-1553
Transmitter Location...Corner East & Newell
Air Time.....6:45 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....The Walker Co.
Membership .....NAB, BMB
President .....Leon Podolsky
General-Station Mgr.....John T. Parsons
Commercial Manager.....Robert H. Burbank
Program Director.....Daniel Healy
Production Manager.....Thurston Holmes
Chief Engineer.....Leonard Lavendol
News Chief.....Leon Beeler

WJDA

QUINCY—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....South Shore Bcstg.
Business Address.....29 Brackett St.
Phone Number.....Mayflower 1300
News Service .....AP
Transcription Service.....World
Owners.....Joseph H. Tobin, James D. Asher
Station Mgr.-Program Dir.....Joseph H. Tobin
Commercial-Promotion Mgr.....James D. Asher
Chief Engineer.....James O. Wood

WESX

SALEM—EST. 1939

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...North Shore Bcstg. Co.
Business-Studio Address..49-53 Washington St.
Phone Number .....Salem 5670
Transmitter Locaiton...Naugus Head, Marblehead, Mass.
Air Time.....7 a.m.-10:45 p.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative .....Bertha Bannan
President-Owner.....Charles W. Phelan
General Manager, Program Director.....Edmund L. Phelan
Sales Manager.....Edward Tibbetts
Sales Promotion Manager.....Robert Rogers
Production Manager.....Gene Vallencourt
Musical Director.....Lenny Powers
Chief Engineer.....R. I. Hammond

WMAS

SPRINGFIELD—EST. 1932

CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS Inc.
Business-Studio Address.....1757 Main
Phone Number 7-1414
Transmitter Location.....Pynchon Pk.
Air Time..6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NAB
President .....Gerald Harrison
General Manager.....Robert Donahue
Commercial Manager.....Robert Feldman
Sales Promotion Manager.....Paul Peltier
Program Director.....Turner Cooke
Chief Engineer.....John Michnovez

WSPR

SPRINGFIELD—EST. 1936

ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business-Studio Address.....WSPR Bldg., 63 Chestnut St.
Phone Number 6-2757
Transmitter Location....W. Springfield, Mass.
Air Time.....7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President, General-Station Manager.....Quincy A. Brackett
V. P.....Milton W. Stoughton
Sales Promotion Manager, Publicity Director.....Howard S. Keefe
Program Director, Production Manager.....Wayne Henry Latham
Chief Announcer.....Robert L. Jones
Chief Engineer.....Lawrence A. Reilly

WCRB (CP)

WALTHAM

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Operated By.Charles River Ccstg. Co.
Business Address....206 Monroe St., Dedham, Mass.
Partners.....L. P. Liles, John R. Hoffler, Richard C. O'Hare

WRMS (CP)

WARE

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By.....Donald W. Howe
Business Address.....Gilbertville Rd.
News Service .....AP
Transcription Service .....Associated
Owner.....Donald W. Howe
Gen.-Coml. Mgr.....Daniel J. Hyland, Jr.
Chief Engineer.....Albert Green

WOCB

WEST YARMOUTH—EST. 1943

ABC-KBS

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By
Bristol Broadcasting Co., Inc.
Phone Number.....Hyannis 502
Transmitter Location.....South Sea Ave.
Representatives.....Wm. G. Rambeau Co.
President.....Basil Brewer
Gen., Coml. & Prom. Mgr.....Donald Sellers
Program Director.....Marion Crowell
Chief Engineer.....Arthur Deters

WAAB

WORCESTER—EST. 1931

MBS—YANKEE NETWORK

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....Yankee Network, Inc.
Business-Studio Address.....34 Mechanic St.
Phone Number 2-5611
Transmitter Location.....Holden, Mass.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....AP, INS
Transcription Service....Associated, Standard
Representative.....Edward Petry
Membership .....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President-Owner .....William O'Neil
Station Manager.....Richard A. Cobb
Commercial Manager.....Linus Travers
Program Director.....Albert M. Hiorns
Chief Engineer.....Joseph E. Grahn

WNEB

WORCESTER—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..New England Bcstg. Co.
Business-Studio Address.....Park Bldg.
Phone Number 6-4672
Transmitter Location.....Park Bldg.
Air Time.....6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Representative....Adam J. Young, Jr.; Kettell-Carter
Membership .....NAB
President.....Paul C. Lytle
Treasurer-General Manager...John J. Hurley
V.P.-Commercial Mgr.....Kenneth B. Murray
Sales Promotion Mgr.....Mrs. Dorothy Murray
Program Director.....John F. Morse
Chief Engineer.....Vernon P. Wilson

WORC

WORCESTER—EST. 1925

ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By..Alfred Frank Kleindienst
Business-Studio Address.....65 Elm St.
Phone Number 5-3101
Transmitter Location.....Auburn, Mass.
Air Time...7 a.m.-12:01 a.m.; 8:45 a.m.-11:15 p.m., Sun.
News Service .....INS
Transcription Service .....Lang-Worth
Representative.....Weed & Co.
Membership .....NAB
President-Owner.....Alfred Frank Kleindienst
General-Station-Commercial
Manager.....Mildred P. Stanton

WTAG

WORCESTER—EST. 1924

CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number 5-4321
Transmitter Location...Shrewsbury St., Holden, Mass.
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Executive Vice-President.....E. E. Hill
Vice-President, General Mgr...Robert W. Booth
Commercial Manager.....Herbert L. Krueger
Local Sales Manager.....Robert J. Brown
Program Director.....A. J. Brissette
Publicity-Promotion Mgr....Andrew C. Fuller
Chief Engineer.....E. A. Browning

FOR PRESTIGE ...

Be able to tell listeners that your station is a member of

AP

Radio members of The AP don't buy news! They share the news of the largest news-gathering organization on a *cost* basis.

In Detroit . . . it's

WWJ—The Detroit News

FIRST in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ AM-FM

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Basic NBC Affiliate

Associate Television Station WWJ-TV

MICHIGAN

Estimated Population 6,249,000—% Increase +18.9—Radio Homes 1,518,787
Farms with Radios 154,353—Stations in State 54

WABJ

ADRIAN—EST. 1946

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned By.....The Adrian Bcstg. Co.
Operated By.....Gail D. Griner; Alden M. Cooper
Business Address.....111 East Maumee St.
Phone Number 1599
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Homer Griffith
Membership .....NAB
Co-Owners, Co-Managers.....Gail D. Griner, Alden M. Cooper
Commercial Manager.....Alden M. Cooper
Program Director.....William O. Crusinberry
Chief Engineer.....Gordon F. Sweeley

WATZ

ALPENA—EST. 1946

MBS—PAUL BUNYAN—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Midwestern Bcstg. Co.
Business Address.....Alpena, Mich.
Phone Number 1049
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Representative .....Hal Holman
President-Chief Engineer.....Les Biederman
Mgr. & Prom. Mgr.....Drew McClay

WHRV

ANN ARBOR—EST. 1947

ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By..Huron Valley Bcstg., Inc.
Business Address.....Box 160
Phone Number.....2-4573
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President-Gen. Mgr.....J. F. Hopkins
Commercial Mgr.....R. S. Augustus
Program Director.....Sybil Krieghoff
Chief Engineer.....James W. Allen

WPAG

ANN ARBOR—EST. 1945

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Operated By...Washtenaw Bcstg. Co.
Business-Studio Address..106 E. Liberty St., Ann Arbor; 36 N. Washington, Ypsilanti
Phone Number 25517
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Transcription Service....Associated, Standard
Representative .....Burn-Smith
Membership .....NAB
President.....Arthur E. Greene
General-Station Manager..Edward F. Baughn
Commercial Manager.....Ted Turner
Program Director.....Edwin G. Burrows
Chief Engineer.....George D. Stearns
Farm Editor.....Howard Heath

WBCK (CP)

BATTLE CREEK

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Michigan Bcstg. Co.
Business Address.....Post Bldg.

WELL

BATTLE CREEK—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Federated Publications, Inc.
Business Address.....38 West State St.
Phone Number 7161-5655
Air Time.....17½ hrs. daily
News Service .....AP
Transcription Service....Standard, Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, BMB
General-Station Manager.....D. E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

WBCM

BAY CITY—EST. 1928

ABC

Frequency: 1440 Kc...Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By....Bay Bcstg. Co., Inc.
Business Address.....Wenonah Hotel
Phone Number 7551-2
Studio Address.....Wenonah Hotel
Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
President.....Harley D. Peet
General-Station Mgr.....Hugh A. Giesel
Program Director.....Charles E. Anthony
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter
Farm Editor.....G. Edward Vallender

Keeping Rates

DOWN

and Sponsors' Sales

UP

in the

Detroit-Windsor Area

5,000 WATTS at
800 Kc.
MUTUAL and
CBS System

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Can. Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

WHFB

BENTON HARBOR—EST. 1947

Frequency: 1060 Kc....Power: 1000 Watts d.
Owned By.....Palladium Publishing Co.
Business-Studio Address.....Fairplain Ave.
Phone Number 5-2113
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Stanley R. Banyon
General-Station Manager....Jake P. Scherer
Commercial-Sales Promotion Manager.....William L. Harmon
Program Director.....Phil Molloy
Chief Engineer.....Munson U. Robinson

WATT

CADILLAC—EST. 1945

MUTUAL—WOLVERINE—KBS—PAUL BUNYAN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Midwestern Bcstg. Co.
Business Address.....P. O. Box 219
Phone Number.....Cadillac 1270
Studio Address.....U. S. 131 South
Transmitter Location.....Clam Lake Township
Air Time.....7 a.m. to 11 p.m.
Transcription Service.....SESAC, Langworth
Chief Owner.....Les Biederman
General Manager.....John Cundiff
Commercial Manager.....Merritt Chandler
Chief Engineer.....Wm. H. Kiker

WKMH

DEARBORN—EST. 1946

Frequency: 1540 Kc.....Power: 1000 Watts d.
Operated By.....Suburban Bcstrs.
Business-Studio Address.....WKMH Bldg.
Phone Number.....Superior 4000
Air Time.....Local sunrise-local sunset
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative.....Weed & Co.
Membership .....NAB, BMB
General-Station Manager.....Fred A. Knorr
Commercial-Sales Promotion Manager .....Walter Patterson
Program Director.....Kirk Knight
Chief Announcer.....Jerry Snider
Chief Engineer.....Jerrold Martin
Farm Editor.....Tim Doolittle

CKLW

DETROIT-WINDSOR—EST. 1932

MBS (U. S. A.)
CBC (CANADA)

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....Essex Bcstg. Inc.
Addresses.....Guaranty Trust Bldg.
Phone Number:.....4-1155 (Windsor)
Transmitter Location..Highway 3—6 miles from Windsor in Essex County
Air Time.....5:30 a.m. to 4 p.m.
News Service.....INS, UP
Representatives..H. N. Stovin & Co. (Canada); Adam J. Young, Inc. (U. S. A.)
Membership.....NAB, BMB
Pres. and General Manager....J. E. Campeau
Sales-Commercial Manager..Richard E. Jones
Sales Promotion-Merchandising Manager.....Barbara MacFarland
Program Director.....S. Campbell Ritchie
Chief Engineer.....W. J. Carter

WJBK

DETROIT—EST. 1926

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Detroit Bcstg. Co. Affiliated with The Fort Industry Co.
Business-Studio Address.....46 W. Kirby St.
Phone Number.....TRinity 2-2000
Transmitter Location..15555 Woodrow Wilson Ave.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service.....World, Lang-Worth, Standard, Thesaurus
Representative .....Fo:joe
Membership .....NAB, BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Station Manager.....Ralph G. Elvin
Commercial Manager.....George M. Millar
Sales Promotion Manager, Publicity Director.....Robert F. Anthony
Program Director.....Judith Lawton
Production Manager.....Larry Ruppel
Chief Announcer.....Earl Hayes
Musical Director.....Jean Smoroski
Chief Engineer.....Paul Frincke

WJLB

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.Booth Radio Stations, Inc.
Address..... .....3100 David Broderick
Phone Number.....Cadillac 7600
Transmitter Location.....Boulevard Bldg.
Air Time.....24 hours
News Service .....AP
Transcription Service .....World
Representative.....Burn-Smith, Holman
President.....John Lord Booth
General Manager.....Hugh M. Gray
Commercial Manager.....Eric V. Hay
Promotion Manager.....Mitchell Jachimski
Chief Engineer.....Edward H. Clark

WJR

DETROIT—EST. 1922

CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Operated By..WJR, The Goodwill Station, Inc.
Business-Studio Address..2208 Fisher Bldg., Detroit 2, Mich.
Phone Number.....Madison 4440
Air Time.....24 hrs. daily
News Service.....AP, INS, UP
Transcription Service.....Cole, Lang-Worth, Standard, Thesaurus, Associated
Representative .....Edward Petry
Membership .....NAB
President.....G. A. Richards
Asst. to Pres.....Harry Wismer
Asst. Genl. Mgr.....Conrad Noll
Sales Manager.....Arch Shawd
Program Director.....Worth Kramer
Production Manager.....Norman L. White
Publicity Director.....James H. Quello
Chief Announcer.....Franklin C. Mitchell
Musical Director.....Paul LaVoie
Chief Engineer.....G. F. Leydorf
Farm Editor.....Marshall Wells

WWJ

DETROIT—EST. 1920

NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By....Evening News Assoc.
Business-Studio Address....630 W. Lafayette Ave.
Phone Number.....RAndolph 2000
Transmitter Location..Eight Mi. & Meyers Rds., Oak Park, Mich.
Air Time....Weekdays: 20½ hrs.; Sundays: 17 hrs.
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Geo. P. Hollingbery
Membership .....NAB, BMB
Dir. of Radio for The Detroit News.....W. J. Scripps
General Manager.....Harry Bannister
Asst. Gen. Mgr.....Edwin K. Wheeler
Commercial Manager.....Harry W. Betteridge
Sales Promotion Manager.....Jake Albert
Program Director.....Melvin C. Wissman
Production Manager.....Stanley Swales
Publicity Director.....R. S. Spencer, Jr.
Musical Director.....Mischa Kottler
Chief Engineer.....E. J. Love
Farm Editor.....John Merrifield

(See Page 464)

WXYZ

DETROIT—EST. 1930

ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....American Bcstg. Co.
Business Address.....1700 Stroh Bldg.
Phone Number.....CHerry 8321
Studio Address.....8415 East Jefferson
Transmitter Location..Joy Rd. & Greenfield Rd.
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service..Standard, Lang-Worth, World
Representative .....Joseph C. Molin
Membership .....NAB, BMB
General-Station Mgr.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Promotion Manager, Publicity Director.....William J. Hendricks
Program Director.....Jack McCarthy
Production Manager.....John Pival
Chief Announcer.....Porter Bourne
Musical Director.....Phil Brestoff
Chief Engineer.....Charles Kotcher

WDBC

ESCANABA—EST. 1941

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....Escanaba, Mich.
Phone Number 787
Transmitter Location.....Escanaba, Mich.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Walker Co.
Membership .....NAB, BMB
President.....John P. Norton
General-Station-Commercial Manager.....George D. Lindenthal
Program Director, Production Manager, Chief Announcer, Musical Director.....Sam Ham
Chief Engineer.....Jack Foster

WFUR

GRAND RAPIDS—EST. 1947

WOLVERINE

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Furniture City Ccstg. Corp.
Business Address....430 Federal Square Bldg.
Phone Number.....6-9541
News Service .....AP
Transcription Service.....Capitol, Lang-Worth, SESAC
Representative .....Walker
Pres.-Gen.-Station-Coml. Mgr.....Simon W. Oppenhuizen
Vice-President.....Jeannie Oppenhuizen

Treas., Asst. Mgr.-Chief Engr.....Raymond A. Plank
Program Director.....Gordon F. Kibby
Promotion Manager.....Henry G. Bosch

WJEF

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....P. O. Box 52
Phone Number 6-8512
Transmitter-Studio Location....Pantlind Hotel
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President-Owner, General Mgr...John E. Fetzer
Station Manager.....Edward H. Bronson
Commercial Manager.....John W. O'Harrow
Publicity Director.....Richard L. Kowalkosi
Chief Announcer.....Nathan H. Bryant, Jr.
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin

(See Page 472)

WLAV

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Leonard A. Versluis
Business-Studio Address..6 Fountain St., N.E.
Phone Number 6-5461
Air Time.....7 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Membership .....BMB
Owner.....Leonard A. Versluis
General-Commercial Manager....Hy M. Steed
Program Director.....D. Cotton
Musical Director.....Chas. Herman
Chief Engineer.....Lee Stevens

WOOD

GRAND RAPIDS—EST. 1924

NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Trustee Ownership.....American Bcstg. Co.
Business-Studio Address.....Grand Rapids National Bank Bldg.
Phone Number 9-4211
Air Time.....18 hrs. daily
News Service .....UP
Transcription Service.....World, SESAC, Lang-Worth
Representative.....Paul H. Raymer
Membership .....BMB
General Manager.....Stanley W. Barnett
Sales Manager.....Lyman Anson
Sales Promotion Manager.....Lenore Little
Program-Musical Director.....Sandy Meek
Production Manager.....Robert W. Smith
Chief Engineer.....Fred Russell

WGRD

GRAND RAPIDS—EST. 1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Music Bcstg. Co.
Business Address...35 Lafayette Ave., . E.
Phone Number 9-4111
News Service .....AP
Transcription Service....Standard, Associated
Pres.-Gen. Mgr.....Paul F. Eichhorn
Commercial Mgr.....George Hartman
Program Director.....Cameron Blake
Local Sales Manager.....J. C. Yeakey
Chief Engineer.....Richard Groenevelt

WFDF

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK—WOLVERINE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Flint Broadcasting Co.

WBBC

FLINT—EST. 1946

MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned By.....Booth Radio Stations Inc.
Operated By.....Booth Bcstg. Co.
Business Address.....600 Buhl Bldg., Detroit, Mich.
Phone Number 9-8686
Studio Address.....112 W. Water St.
Transmitter Location.....G3014 Bristol Rd.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service .....McGregor
Representative .....Forjoe
President.....John Lord Booth
General-Station Mgr.....Robert L. Balfour
Commercial-Sales Promotion Manager, Publicity Director.....W. Eldon Garner
Program Director.....Robert L. Mabry
Production Manager, Chief Announcer, Farm Editor.....George Geiger
Musical Director.....Jerry Schroeder
Chief Engineer.....G. Elwood Ryan

WMRP

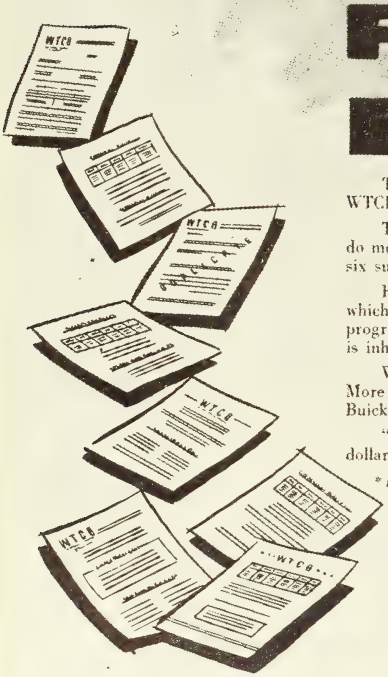
FLINT—EST. 1943

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By..Methodist Radio Parish, Inc.
Business-Studio Address.....573 Mary St.
Phone Number 35112

NO NBC CONTRACT IS COMPLETE WITHOUT

WTCB FLINT

. . . in the Nation's 62nd city



To "complete" an NBC contract . what does it take? For one, it takes WTCB-NBC.

Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people . . . over 300,000 radio homes . . . most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCBuilt local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: *over a billion dollars.*

"Complete" your NBC contract with WTCB . . . completely cover this billion dollar market with its *plus* purchasing income.

** in population*

WTCB
FLINT, MICHIGAN

TRENDLE-CAMPBELL BROADCASTING CORP., STROH BLDG. DETROIT, MICH

1000 WATTS DAY • 500 WATTS NIGHT 600 KC

Paul H. Raymer, Representative

Transmitter Location.....3217 Lapeer Rd.
Air Time .....Limited
Transcription Service.....Standard, Capitol
President.....Daniel M. Robins
General-Station-Commercial-Sales Promotion Manager.....William H. Morford
Program Director, Production Manager .....Cedric Harger
Chief Announcer.....Pat Chamburs
Chief Engineer.....Homer Blumerich

WTCB

FLINT—EST. 1947

NBC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Trendle-Campbell Bcstg. Corp.
Business-Studio Address....740 S. Saginaw St.
Phone Number 21136
Transmitter Location..Box 124, Grand Blanc, Mich.
Air Time..6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
President-Treasurer.....George W. Trendle
Vice-Pres.-Gen. Mgr.....H. Allen Campbell
Resident Manager.....Don DeGroot
Sales Director.....Russell H. Edsall
Program Director.....William R. Dixon
Chief Announcer.....John Pierce
Chief Engineer.....Harold R. Holmes

WWOK

FLINT—EST. 1946

WOLVERINE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned By.....Drohlich Bros.
Operated By..Albert S. and Robert A. Drohlich
Business-Studio.....432 N. Saginaw St.
Phone Number 4-1691
Transmitter Location.....Grand Blanc, Mich.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Associated, Cole
Representative.....Joseph Henry McGillvra
Membership .....NAB
President-Owner.....Drohlich Bros.
General-Station-Commercial Manager.....Robert A. Drohlich
Sales Promotion Manager.....Ralph Dawson
Program Director, Production Manager, Publicity Director.....Albert S. Drohlich
Chief Engineer.....Edsel Forsythe

WHTC (CP)

HOLLAND

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business Address.....135 W. 11th St.
News Service .....AP
Pres.-Chief Engr.....Millard C. Westrate
Vice-Pres.-Program Dir....Willard C. Wichers

WHDF

HOUGHTON—EST. 1929

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Upper Michigan Bcstg. Co.
Business Address.....Douglass Hotel
Phone Number 1
Studio Address...Douglass Hotel, Houghton; 515 Scott St., Calumet, Mich.
Transmitter Location.....Houghton, Mich.
Air Time.....7 a.m.-11:30 p.m.
Transcription Service .....World
Representative.....The Walker Co.
Membership .....NAB, BMB
Executive Vice President.....John W. Rice
Station Manager.....Albert W. Payne
Program Director, Chief Announcer .....Earl Norden
Technical Supervisor.....George L. Burgan
Farm Editor.....Arnold Lahikainen

WIKB

IRON MOUNTAIN—EST. 1946

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business Address.....Iron Mountain, Mich.
Phone Number 2020
Studio Address.....Dickinson Hotel
Transmitter Location.....West "C" St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative.....The Walker Co.
Membership .....NAB
President.....Wm. L. Johnson
General Mgr.-Vice-Pres.....J. W. Huss
Sales Promotion Manager.....J. A. Marta
Studio Manager.....Carl Casperson
Chief Announcer.....Jim Kauper
Chief Engineer.....Eugene Kaari

WMIQ

IRON MOUNTAIN—EST. 1947

MIDWEST BASEBALL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By..Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St., Iron Mountain, Mich.
Phone Number 2031-2
Transmitter Location.....Pewabic Hill
Air Time .....Indefinite
News Service .....UP

YOU MIGHT FALL A MILE, AND STILL LIVE*—

BUT . . .

"LUCK" WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!

No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that — morning, noon and night — better than *one out of each three sets in use* is tuned to these CBS affiliates. In other words, if you were to use *every other one* of the 30 stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

** On January 6, 1916, Capt. J. H. Hedley, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane dived under him, and he fell back into it!*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Transcription Service .....Lang-Worth
Representative .....Homer Griffith
President.....William F. Russell
General-Station Mgr.....William C. Johnson
Commercial-Sales Promotion
Manager.....John S. Wallis
Program Director, Production Manager, Publicity Director, Musical Dir...Ronald F. Bothe
Chief Announcer.....Bill Mason
Chief Engineer.....Robert W. Berry
Farm Editor.....Frank J. Thibert

WJMS

IRONWOOD—EST. 1931

MBS—KBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business Address.....Ironwood, Mich.
Phone Number 20
Studio Address.....St. James Hotel
Transmitter Location.....South Cary
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative.....The Walker Co.
Membership .....NAB
President.....William L. Johnson
General Mgr.-Vice-Pres.....J. W. Huss
Studio Manager.....Don Hoover
Sales Promotion Manager, Publicity
Director.....J. A. Marta
Program-Musical Director.....Laura Johnson
Production Manager.....Don Hoover
Chief Announcer.....Bert Downing
Chief Engineer.....Arne Dahlbacka

WJPD

ISHPEMING

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business Address.....Jenks Block
Phone Number 1892
News Service .....AP
Transcription Service .....Lang-Worth
Pres.-Gen.-Coml. Mgr.....James P. Deegan
Promotion Manager.....Carl B. Tupala
Program Director.....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney

WIBM

JACKSON—EST. 1927

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WIBM Inc.
Business-Studio Address.....Hotel Hayes
Phone Number 6121
Transmitter Location.....Hotel Hayes
Air Time.....7 a.m.-12 M.
Transcription Service .....Thesaurus
Representative.....Hal Holman, Forjoe
Membership .....NAB
President .....Herman Radner
Vice-Pres. .....Roy Radner
Manager-Commercial Manager....Wm. Cizek
Program Director, Chief
Announcer .....Derwood Carn
Production Manager.....Jack Underwood
Publicity Director.....Dar Hollindrake
Musical Director.....Paul Mason
Chief Engineer.....C. W. Wirtanen
Farm Editor.....S. J. Culver

WGFG

KALAMAZOO—EST. 1947

ABC—MICHIGAN RADIO NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By..Southwestern Michigan Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number 5191
Transmitter Location.....2729 Gull Rd.
Air Time.....5:45 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
President-General Manager...Harold F. Gross
Sales Promotion Manager....Irene A. Ginther
Program Director, Production
Manager.....Charles T. Lynch
Musical Director.....Warren A. Anderson
Chief Engineer.....Carl V. Stephens
Farm Editor.....Harold Cessna

WKZO

KALAMAZOO—EST. 1923

CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number 3-1223
Studio Address.....Burdick Hotel
Transmitter Location.....R. 2, Richards Dr.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....World, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President-Owner, General-Station
Manager.....John E. Fetzer
Commercial Manager.....John W. O'Harrow
Program Director.....Willis F. Dunbar
Production Manager, Chief
Announcer .....Harold Fitzgerald
Publicity Director.....Richard L. Kowalkoski
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin

WILS

LANSING—EST. 1946

MBS—WOLVERINE

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned Operated By.....Lansing Bcstg. Co.
Business Address...407-11 North Washington Ave.
Phone Number 2-1655
Transmitter Location.....E. Mt. Hope Rd.
Air Time .....Limited
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Hal Holman
Membership .....NAB
President-Gen. Mgr.....W. A. Pomeroy
Commercial-Sales Promotion Manager.....R. S. Underhill
Program Director.....R. E. Kauffman, Jr.
Production Manager.....Alex Dillingham
Publicity Director.....Bruce Elliott
Chief Announcer.....Bud Kauffman
Musical Director.....Robert Maunder
Chief Engineer, Farm Editor....J. C. Pomeroy

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....WJIM, Inc.
Operated By.....Harold F. Gross
Business-Studio Address.....1501 Bank of Lansing Bldg.
Phone Number 2-1333
Transmitter Location.....1501 Bank of Lansing Bldg.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Standard, Thesaurus, World
President, General-Station-Commercial Manager.....Harold F. Gross
Program Director.....Howard K. Finch
Publicity Director.....Kay Bergin
Chief Announcer.....Richard Shubel
Musical Director.....William C. Boyd
Chief Engineer.....Elza Runkle

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...The Liberty St. Gospel Church

WKLA

LUDINGTON— EST. 1944

MBS—WOLVERINE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Ludington Bcstg. Co.
Business Address.....Stearns Bldg.
Phone Number 842
Transmitter-Studio Location..204 E. Ludington Ave.
Air Time.....8 a.m.-10:15 p.m.
News Service .....UP
Transcription Service.....SESAC, Keystone
Representative .....Burn-Smith
Membership .....NAB
Owners.....Karl L. & Grant L. Ashbacker
General-Station-Commercial Manager.....Karl L. Ashbacker
Program Director, Production Manager, Publicity Director.....Peter A. Mars
Chief Announcer, Musical Director .....Arne Hokans
Chief Engineer.....Fred Bird
Farm Editor.....Le Clair Mattes

WDMJ

MARQUETTE—EST. 1931

MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Superior Broadcasting Co.

WMMI (CP)

MARQUETTE

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Gordon H. Brozek
Business Address.....609 E. 3rd St.

WKBZ

MUSKEGON—EST. 1926

ABC

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Operated By..Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Phone Number 26-051
Transmitter Location..Pontaluna Rd. at Henry St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, World
Representative .....Burn-Smith
President.....Grant F. Ashbacker
General-Station-Commercial Manager.....Fred W. Wagenvoord
Sales Promotion Manager, Publicity Director .....Robert Henderson
Program Director.....Robert Quinn
Production Manager.....Robert Cessna
Chief Announcer.....Anson Vann
Musical Director.....A. J. Vredeveld
Chief Engineer.....Kenneth Pendleton

WMUS

MUSKEGON—EST. 1947

WOLVERINE

Frequency: 1090 Kc.....Power: 1000 Watts d.

Owned By....Greater Muskegon Bcstrs., Inc.
Operated By.....W. C. Wester
Business-Studio Address.....1769 Peck St.
Phone Number 27-608
Transmitter Location.....Giles Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service...Associated, Thesaurus
President, General-Station-Commercial-Sales Promotion Manager.....W. C. Wester
Program Director.....John C. Marshall
Production Manager.....Clinton Raymond
Publicity Director, Chief Announcer, Musical Director .....Chuck Bird
Chief Engineer.....N. L. Kessler
Farm Editor.....Frank Hintz

WOAP

OWOSSO—EST. 1947

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Argus Press Co.
Business Address.....2300 N. Shiawassee
Phone Number 980
News Service .....AP
Transcription Service .....Standard
Representative .....McGillvra
President.....J. E. Campbell
General Manager.....M. H. Wirth
Program Director.....J. Hall Smith
Chief Engineer.....Stanley Bristol

WMBN

PETOSKEY—EST. 1947

MUTUAL—WOLVERINE—PAUL BUNYAN—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Broad. Co.
Phone Number.....Petoskey 1150
Studio Address.....U.S. 131 South
Transmitter Location....Bear Creek Township
Air Time.....7 a.m. to 11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
President.....Les Biederman
General Manager.....Ralph Pierson
Commercial Manager.....Merten Carter
Program Director.....Max Anspaugh
Chief Engineer.....Wm. H. Kiker

WCAR

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Business-Studio Address.....Riker Bldg.
Phone Number 7141
Transmitter Location..Between Square Lake & Telegraph Rds.
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Transcription Service .....Standard
Representative.....John E. Pearson
President, General Mgr.....H. Y. Levinson

WHLS

PORT HURON—EST. 1938

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Port Huron Bcstg. Co.
Business-Studio Address.....932 Military St.
Phone Number 23151
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World Standard
Representative.....Gene Grant; Hal Holman
Membership .....NAB, BMB
Co-Partners..Harmon L. & Herman L. Stevens
General-Station Manager.....Helen Nelson
Sales Promotion Manager.....V. O. Cram
Program Director, Production Manager, Chief Announcer, Musical Dir.....Lyle Patterson
Chief Engineer.....Leslie Conant
Farm Editor.....John M. Carman

WTTH

PORT HURON—EST. 1947

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Times Herald Co.
Business Address.....903 Sixth St.
Phone Number.....5171
News Service .....AP
Transcription Service.....Capitol, Associated, SESAC
Representative .....McGillvra
President.....W. W. Ottaway
Vice-President.....L. A. Weil
Station Manager.....Herb Michael
Commercial Promotion Mgr.....Al Goetze
Program Manager.....Dick Noel
Chief Engineer.....Marion Stoner

WEXL

ROYAL OAK—EST. 1925

STANDARD

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business-Studio Address.....212 W. 6th St.
Phone Number.....Elmhurst 6524
Air Time.....24 hrs. daily
News Service.....AP, INS
Transcription Service .....Standard
Membership .....NAB
President.....George B. Hartrick
Treasurer.....Jacob B. Sparks
Station-Commercial-Sales Promotion Manager.....Calvert M. Hill
Program Director, Production Manager, Chief Announcer.....Gordon A. Sparks
Chief Engineer.....Garnet Sparks

WKNX

SAGINAW—EST. 1947

WOLVERINE

Frequency: 1210 Kc.....Power: 1000 Watts
Owned-Operated By..Lake Huron Bcstg. Co.
Business-Studio Address....221 S. Washington St.
Phone Number 34471-2-3
Transmitter Location.....Spaulding Township
Air Time.....12 hrs. daily
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
Owners.....O. J. Kelchner, W. J. Edwards, H. H. Wolfe
General-Station Manager.....O. J. Kelchner
Commercial-Sales Promotion Manager.....W. J. Edwards
Program Director.....H. H. Wolfe
Production Manager, Publicity Director, Farm Editor.....George Reed
Chief Announcer.....Bob Maxwell
Musical Director.....Jimmy Dickens
Chief Engineer.....Max W. Thomas

WSAM

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Saginaw Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number 2-8161
Transmitter Location.....Bay at Weiss Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service .....INS
Transcription Service.....World, Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
Pres.-General Mgr.....Milton L. Greenebaum
Station-Commercial Mgr...Robert W. Phillips
Sales Promotion Manager.....Al Fairchild
Program Director, Production Manager.....William J. Lofback
Publicity Director.....Jacqueline Jefferson
Chief Engineer.....Meredith L. Koerner

WSOO

SAULT STE. MARIE—EST. 1940

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address..107 W. Portage Ave.
Phone Number 3000
Transmitter Location....U. S. Highway No. 2
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service....Lang-Worth, SESAC
Membership .....NAB, BMB
President, General Mgr.....Stanley H. Pratt
Station Manager.....Richard Y. Burnett
Commercial-Promotion Mgr.....Russ Staffeld
Program Director, Production Manager .....Ray Ulbrich
Publicity Dir., Chief Announcer....Ed Krieger
Musical Director.....M. Paquin
Chief Engineer.....Wm. Morris

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Midwestern Broadcasting Company
Address .....Anderson Building
Phone Number.....Traverse City 1150
Transmitter Location.....Elmwood Township
Air Time.....7 a.m. to 11 p.m
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Hal Holman Co.
Membership .....BMB
President-General Manager....Les Biederman
Commercial Manager.....R. E. Detwiler
Program Director.....Ken Haven
Chief Engineer.....W. H. Kiker

For Prestige . . .

AP

Membership!

MINNESOTA

Estimated Population 2,897,000—% Increase +3.7—Radio Homes 720,089
Farms with Radios 165,243—Stations in State 33

KATE
ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin Broadcasting Company

KAUS (CP)*
AUSTIN—EST. 1948

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Cedar Valley Bcstg. Co., Inc.
Business-Studio Address.....405A N. Main St.
Phone Number.....8836
Air Time.....5 a.m.-12 M., Sun.: 8 a.m.-12 M.
News Service.....AP
President.....Harry Smith
Gen. Coml. Mgr.....L. L. McCurnin

* Expects to be on air by May 1, 1948.

KBUN
BEMIDJI—EST. 1946
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bemidji Bcstg. Co.
Business Address.....419½ Beltrami Ave.
Phone Number.....10
Air Time.....7 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.
Membership.....NAB
General Mgr., Program Dir. Robert A. Mullen
Chief Engineer.....Denvy Doty

KLIZ
BRAINERD—EST. 1946
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business-Studio Address.....2700 East Oak St.
Phone Number.....1400
Air Time.....7 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....Walker Co.
Membership.....NAB
President, General-Station Manager.....E. Thomas O'Brien
Commercial-Sales Promotion Manager.....M. C. Gorham
Program Director.....Lucile G. Grosse
Production Manager.....Isabel J. Hyams
Chief Announcer.....Bernard H. Anderly
Chief Engineer.....A. L. Vandersluis
Farm Editor.....Howard Grant

CALL LETTERS TO BE ASSIGNED (CP)
BRECKENRIDGE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Interstate Bcstg. Corp.
President.....Don H. Bower
Vice-President.....Dr. E. A. Eberlin
Treasurer.....Kline E. Bower

KROX (CP)
CROOKSTON

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crookston Bcstg. Co.
Business Address.....Crookston, Minn.
President.....D. A. McKenzie
Vice-President.....A. J. Jensen

KDAL
DULUTH—EST. 1936
CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By: Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone Number.....Mel 2628
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....AP
Transcription Service....Standard, Lang-Worth
Representative.....Avery-Knodel
Membership.....NAB, BMB
Manager.....Dalton LeMasurier
Sales, Commercial Manager: Odin S. Ramsland
Sales Promotion Manager.....Joseph C. Cook
Program Director.....Richard A. Lawrence
Chief Engineer.....R. A. Dettman

WEBC
DULUTH—EST. 1928
NBC—ARROWHEAD NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By: Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone Number.....Melrose 2873
Air Time.....Unlimited
News Service.....UP
Transcription Service: Associated, Thesaurus, SESAC.
Representative.....George P. Hollingbery
Membership.....BMB
President.....Morgan Murphy
General Manager.....W. C. Bridges
Director of Operations: H. E. Westmoreland
Sales Promotion Mgr.: Leonard G. Anderson
Resident Mgr.-Program Director: Earl Henton
Production Mgr., Chief Announcer: Bill Conner

Publicity Director.....Leonard G. Anderson
Chief Engineer.....Norman Gill
Farm Editor.....Milton Josephson

WREX

DULUTH—EST. 1947

MBS

Frequency.....1080 Kc.
Power.....10,000 Watts d.; 5,000 Watts n.
Owned Operated By..Lake Superior Bcstg. Co.
Business-Studio Address..213 East Superior St.
Phone Number.....Radisson 1080
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Transcription Service.....World
President.....Thomas M. McCabe
General-Commercial Manager..James R. King
Station Mgr., Program Director: Rolf M. Erickson
Sales Promotion Manager...Frank G. Watson
Chief Announcer.....John Leslie
Chief Engineer.....William H. Lounsberry

WXLT (CP)

ELY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles W. Ingersoll
Business Address.....Box 450
Phone Number.....226
Pres.-Gen. Mgr.....Charles W. Ingersoll
Commercial Manager...Anthony R. Martinson
Promotion Manager.....Carl E. Davidson
Program Director.....Leo J. Kuhn
Chief Engineer.....Harold Kolari

WEVE

EVELETH—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business Address...921 Tower Ave., Superior, Wisc.
Phone Number.....4451
News Service.....AP
Transcription Service.....Lang-Worth
President.....Robert B. Ridder
General Manager.....Carl Bloomquist
Commercial Manager.....Elden Sberg
Chief Engineer.....J. Melvin Laskey

KDHL

FARIBAULT—EST. 1947

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Lee-Smith Bcstg. Co.
Business Address.....Faribault, Minn.
Partners....Herbert H. Lee, Palmer Dragsten, John E. Hyde, Jr.

KGDE

FERGUS FALLS—EST. 1926

MBS—GREAT NORTHERN BCSTG SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fergus Radio Corp.
Business Address.....Fergus Falls, Minn.
Phone Number.....3986
Air Time.....18 hrs. daily
News Service.....AP
Representative.....The Walker Co.
President.....Harold L. Dell
General Manager.....Don L. Alberson
Station Manager.....Frederic T. Dell

KBZY (CP)

GRAND RAPIDS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Business Address.....2 E. Third St.
President.....Robert D. Kennedy
Vice-President.....Larke L. Huntley

WMFG

HIBBING—EST. 1935

NBC—ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Head of the Lakes Bcstg. Co.
Business-Studio Address.....Androy Hotel
Phone Number.....1150
Air Time.....6:25 a.m.-11:05 p.m.
News Service.....UP
Transcription Service.....Associated
Representative.....George P. Hollingbery
President-Owner, Chief Executive.....Morgan Murphy
General Manager.....W. C. Bridges
Station-Commercial Manager: Harry S. Hyett
Sales Promotion Manager....James McDougall
Program Director, Production Mgr.: Ruth E. Coe
Chief Engineer.....Norman Gill

KYSM

MANKATO—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....F. B. Clements & Co.
Business Studio Address..101 North Second St.
Phone Number.....4673
Air Time.....19 hrs. daily
News Service.....UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BMB
General-Station-Commercial Manager.....John F. Meagher
Sales Promotion Manager.....Bob Gardner

Program Director.....Jerry Deane
Chief Announcer.....Glenn Reed
Musical Director.....Maurice Piche
Chief Engineer.....Jim Houts
Farm Editor.....Galen Kooser

KMHL

MARSHALL—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KMHL Bcstg. Co.
Business Address: ½ mi. E. of City, Highway 19
Phone Number.....2282
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....John E. Pearson
Membership.....NAB
Owner.....Harry W. Linder
Manager.....Gilmore F. Frayseth
Program Director.....Homer Lane
Technical Director.....H. Willard Linder

WCCO

MINNEAPOLIS—EST. 1924

CBS

Frequency: 830 Kc.....Power: 50,000 Watts
Owned-Operated By: Columbia Bcstg. System, Inc.
Business Address: 625 Second Avenue South, Minneapolis 2, Minnesota.
Phone Number.....Main 1202
Studio Addresses: 625 Second Ave. South, Minneapolis 2, Minn.; 544 Hamm Bldg., St. Paul 2, Minn.
Air Time.....5 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service: Lang-Worth, Standard
Representative..... Radio Sales
Membership.....NAB
General-Station Manager.....Merle S. Jones
Commercial Manager.....Tom Dawson
Sales Promotion Manager, Publicity Director.....Carl Ward
Program Director.....Gene Wilkey
Production Manager.....E. W. Ziebarth
Musical Director.....Wallace Olson
Chief Engineer.....J. J. Beloungy
Farm Editor.....Larry Haeg
Dir. of News & Special Events: Sig Mickelson

WDGY

MINNEAPOLIS—EST. 1923

Frequency.....1130 Kc.
Power: 5000 Watts d.; 500 Watts (for 1 hr. after local sunset)
Owned-Operated By..Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet
Phone Numbers: Bridgeport 2271; Midway 6363
Transmitter Location: 7401 Wayzata Blvd., St. Louis Park, Minn.
Air Time: 6 a.m.-local sunset; 1 hr. after local sunset.
News Service.....AP
Transcription Service.....Capitol, Standard
Representative.....Avery-Knodel
Membership.....NAB, BMB
President-Executive Director: Charles T. Stuart
Vice President-Station Manager: Melvin Drake
Program Director.....B. Kendall Crane
Chief Engineer.....Charles W. Winkler

WLOL

MINNEAPOLIS—EST. 1940

MBS—GREAT NORTHERN BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By: Independent Merchants Bcstg. Co.
Business-Studio Address: 1730 Hennepin Ave.
Phone Numbers..Atlantic 0406 & Midway 4043
Transmitter Location: 1370 Davern, St. Paul, Minn.
Air Time.....6 a.m.-2 a.m.
News Service.....UP
Representative.....John Blair & Co.
Membership.....NAB
Chief Owner.....Ralph L. Atlass
President-Station Manager.....Norman Boggs
Commercial Manager.....C. T. Hagman
Sales Promotion Manager, Publicity Director.....Stu Mann
Program Director,, Production Manager.....Robert Bouchier
Musical Director.....Vern Rooney
Chief Engineers: (Transmitter)—Merle Bjork; (Control)—Gene Brautigam.

WTCN

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency.....1280 Kc.
Power.....5000 Watts d.; 1000 Watts N.
Owned By.....Minnesota Bcstg. Corp.
Operated By: Minnesota Tribune-St. Paul Dispatch.
Business-Studio Address..Wesley Temple Bldg.
Phone Numbers: MAin 6562-3-4-5; Nestor 8661-2
Transmitter Location: 2235 North Snelling, St. Paul 8, Minn.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service Associated; Capitol
Representative.....Free & Peters
Membership.....NAB, BMB
President.....William J. McNally
General-Station Manager: F. Van Konynenburg

Commercial Manager.....R. N. Ekstrum
Sales Promotion Manager, Publicity Director.....C. J. Rian
Program Director.....Judy Bryson
Production Manager, Farm Editor...Max Karl
Publicity Director.....C. J. Rian
Chief Announcer.....Jack Bell
Musical Director.....Bill Metchnek
Chief Engineer.....John M. Sherman

KVOX

MOORHEAD—EST. 1937

MBS—GREAT NORTHERN BCSTG.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KVOX Bcstg. Co.
Business-Studio Address.....818 Center Ave.
Phone Number.....3-1523
Transmitter Location: 12th St. & 14th Ave., So.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.....UP
Transcription Service.....Capitol, SESAC
Representative.....Walker Co.
Membership.....NAB
President.....E. J. McKellar
General-Station Manager.....M. M. Marget
Commercial-Sales Promotion Manager.....Arv Johnson
Program Director, Production Manager.....Dale Howard
Chief Engineer.....Don Geiken

KROC

ROCHESTER—EST. 1935

NBC
NORTHWEST NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924-5
Transmitter Location.....Highway 14, 2 miles N. of Rochester
Air Time.....5:30 a.m. to 12 midnight; Sunday: 6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB
President-General Mgr.....Mrs. G. P. Gentling
Commercial Manager.....G. David Gentling
Program Director.....Cal Smith
Promotion Manager.....Walter Bruzek
Chief Engineer.....Fred C. Clarke

KFAM

ST. CLOUD—EST. 1938

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publishing Co.
Business Address.....Times Bldg.
Phone Number.....3330
Studio Address.....Weber Bldg.
Transmitter Location: On Highway 52 outside city limits.
News Service.....AP
Transcription Service...Thesaurus, Long-Worth
Membership.....NAB, BMB
President.....Fred Schilplin
General-Station-Sales Promotion Manager.....Frederick C. Schilplin
Commercial Manager.....John Krauel
Program Director.....Avis Russell
Production Manager, Publicity-Musical, Regional & Agricultural Director.....Cliff Sakry
Chief Announcer.....Gene Nelson
Chief Engineer.....Bob Witchen

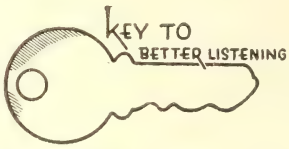
KSTP

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By.....KSTP, Inc.
Business Address: Radio City, Minneapolis 2, Minn.
Phone Numbers: St. Paul—Cedar 5511; Minneapolis—Bridgeport 3222.

*SOUTHEASTERN
MINNESOTA'S



KROC

SO. MINNESOTA'S OLDEST STATION
ROCHESTER
NBC AFFILIATE

*WINNER FORD THEATRE PROMOTION CONTEST

*Nationally Represented by
JOHN E. PEARSON CO.

Studio Addresses: St. Paul—666 Pillsbury Ave.; Minneapolis—Radio City, 9th & LaSalle; County Rd C & Highway 61, St. Paul, Minn.
Air Time.....21 hrs. daily
News Service.....AP, UP
Transcription Service: Thesaurus, World, Lan-Worth, Standard.
Representative.....Edward Petry
Membership.....NAB
President, General Manager.....Stanley E. Hubbard
Station Manager.....Kenneth M. Hance
Commercial Manager.....Miller C. Robertson
Sales Promotion Manager.....Joe Cook
Production Supervisor.....Brooks Henderson
News Director.....Walter Raschick
Musical Director.....Leonard Leigh
Chief Engineer.....John N. Fricker
Farm Editor.....Gary Wiegand

(See Page 276)

KYDS (CP)

ST. PAUL

Frequency: 700 Kc.....Power: 1000 Watts
Owned-Operated By...Middle West Bcstg. Co. Inc.

WMIN

ST. PAUL—EST. 1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....538 Hamm Bldg.
Phone Number.....Garfield 1361
Air Time.....6:30 a.m.-12 M.
News Service.....AP
Representative.....Forjoe
Membership.....NAB
President, General Manager..Edward Hoffman
Station Manager.....Frank Devaney
Commercial Manager.....Charles E. Michaud
Sales Promotion Mgr.....Sam Levitan
Chief Engineer.....Warren Fritze

KTRF

THIEF RIVER FALLS—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arenson
Address.....237 Crocker Ave., N.

WHLB

VIRGINIA—EST. 1936

NBC—NORTHWEST & ARR'D

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By: Head of the Lakes Bcstg.
Business-Studio Address.....Virginia, Minn.
Phone Number.....Virginia 2000
Air Time.....6:25 a.m.-11:09 p.m.
News Service.....UP
Transcription Service.....Associated, SESAC
Representative.....Geo. P. Hollingbery
Membership.....NAB, BMB
President.....Morgan Murphy
General Manager.....Walter Bridges
Station-Commercial Manager....O. H. Peterson
Sales Promotion Manager.....B. J. Germ
Chief Engineer.....Norman Gill

KWMR (CP)

WADENA

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By....Associated Bcstg., Inc.
Business Address.....First Nat'l. Bank Bldg.
News Service.....AP
Transcription Service.....Capitol
Gen. Mgr.-Chief Engr.....H. G. Alexander
Coml. Mgr.-Program Dir.....Juanita I. Hall

KWLM

WILLMAR—EST. 1940

ABC-DAIRYLAND

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Lakeland Bcstg. Co.
Business Address.....307 West 6th
Phone Number.....1340
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....Cole
Representative.....John E. Pearson
Membership.....NAB
President-Chief Engineer....H. Willard Linder
Program Director, Farm Editor.....Jack Lynch

KWNO

WINONA—EST. 1938

ABC—DAIRYLAND NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Winona Radio Service
Business-Studio Address....216 Center Street
Phone Number.....3314
Air Time....6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Max H. White
Station Manager.....Harold A. Winther
Program Director.....Doris Cooper
Publicity Director.....Ethel Goetzman
Farm Editor.....M. Given

KWOA

WORTHINGTON—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Worthington Bcstg. Co.
Business Address.....Thompson Hotel
Phone Number.....2-7301
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Bulmer & Johnson
Pres. Coml. Mgr.....R. W. Olson
Manager.....R. E. Shepard
Chief Engineer.....Clinton Knapp

MISSISSIPPI

Estimated Population 2,092,000—% Increase —4.2—Radio Homes 340,659
Farms with Radios 118,653—Stations in State 32

WLOX

BILOXI—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Business-Studio Address.....Hotel Buena Vista
Phone Number.....1200
Transmitter Location.....Hotel Buena Vista
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....Standard
Representative.....Wm. G. Rambeau Co.
Membership.....NAB
Gen.-Station Manager.....Gene Tibbett
Commercial Manager.....Carl U. Upchurch
Program Director.....Carl Junker
Chief Engineer.....Thos. Blue Majure

WVMI (CP)

BILOXI

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Associates
Partners.....James H. McKee, Odes S. Robinson, G. E. Holmes

WROX

CLARKSDALE—EST. 1934

MID-SOUTH NETWORK—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Imes Estate
Operated By.....Birney Imes, Jr.
Business Address.....Delta Ave.
Phone Number.....1566-7
Studio Address.....Delta Ave. (downtown)
Transmitter Location..Delta Ave. (outside city limits)
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Commercial Manager.....H. E. Gurney
Chief Announcer.....Bud Bird
Musical Director.....John Thomas
Chief Engineer.....James Clayton
Farm Editor.....Bill Dollarhite

WCJU

COLUMBIA—EST. 1947

REBEL NETWORK—MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lester Williams

WCBI

COLUMBUS—EST. 1940

MBS—MID-SOUTH—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business Address.....Columbus, Miss.
Phone Number.....1313
Studio Address.....Gilmer Hotel
Transmitter Location.....Main at Tombigbee Bridge
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station-Commercial Manager..James Eatherton
Sales Promotion Manager.....Bob McRaney
Program Director, Production Manager.....Mort Sackheim
Publicity Director.....Stuart Covington
Chief Announcer.....Glenn Walker
Chief Engineer.....Thomas McFerrin

WCMA

CORINTH—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number.....800; 1076
Transmitter Location.....Highway 72 East
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....World, Standard
Representative.....Burn-Smith
Membership.....NAB
President.....Dr. Frank Davis
General Manager, Vice President.....A. B. Robinson
Station Manager.....William H. Winsett
Program Director, Production Manager.....Jim Hoppers
Musical Director.....Zeke Martin
Chief Engineer.....Monroe Essary
Farm Editor.....Tom Williams

WRXL (CP)

GRANADA

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Robin Weaver
Business Address.....Box 236

WJPR

GREENVILLE—EST. 1939

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Services Co., WJPR
Business-Studio Address....107 S. Poplar St.
Phone Number 2434-5
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service....Associated, Capitol
Representative.....Sears & Ayer, George P. Hollingbery
Membership .....NAB, BMB
President, General-Station Manager.....Emmet H. McMurry, Jr.
Commercial Manager.....Frank W. Baldwin
Sales Promotion Manager.....Charles Allen
Production Manager.....Harry Bulow
Chief Announcer, Musical Director..Bill McHan
Chief Engineer.....Percy L. Kuhn
Farm Editor.....Thomas H. Golding, Sr.

WGRM

GREENWOOD—EST. 1938

NBC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....P. K. Ewing
Operated By.....F. C. Ewing
Business-Studio Address.....222 Howard St.
Phone Number 1900-1
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President-Owner.....P. K. Ewing
General Manager.....F. C. Ewing
Program Director.....W. T. Shanks
Chief Engineer.....Robert Meador

WGCM

GULFPORT—EST. 1929

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Business-Studio Address..Hewes-Martin Bldg.
Phone Number 1110
Air Time.....5:55 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
General-Station-Commercial Manager.....Hugh O. Jones
Sales Promotion Manager, Program Director, Production Manager.....C. E. Vann
Publicity Director.....Jack Starr
Chief Engineer.....Donovan Murphy

WFOR

HATTIESBURG—EST. 1926

NBC—REBEL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Business Address.....P. O. Box 312
Phone Number 1866
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB
President, General-Station Manager.....C. J. Wright, Sr.
Commercial Manager.....H. L. Patterson
Production Manager.....C. J. Wright, Jr.
Chief Engineer.....B. B. McLemore

WJDX

JACKSON—EST. 1929

NBC

Frequency: 1300 Kc.....Power: 500 Watts d.; 1000 Watts n.
Owned-Operated By..Lamar Life Insurance Co.
Business-Studio Address.....P. O. Box 2171
Phone Number 2-1183
Air Time.....Unlimited
News Service.....UP
Transcription Service..Thesaurus, MacGregor, Lang-Worth, Cole
Representative.....George P. Hollingbery Co.
Membership.....NAB, BMB
General-Station Manager.....Wiley P. Harris
Sales or Commercial Mgr.....Frank Gentry
Chief Engineer.....Percy G. Root

WJQS

JACKSON—EST. 1946

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Mississippi Bcstg. Co.
Business-Studio Address.....Edwards Hotel
Phone Number 39681
Air Time.....6 a.m.-12:10 a.m.
News Service .....AP
Transcription Service .....Standard
President-General Manager....Withers Gavin

WJXN

JACKSON—EST. 1945

MISS. DIAMOND NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ewing Bcstg. Co.
Business-Studio Address..200 East Capitol St.
Phone Number 4-8871

Air Time.....19 hrs. daily
News Service .....AP
Transcription Service....Lang-Worth, Standard
Membership .....NAB, BMB
Partners..F. C. Ewing, P. K. Ewing, Jr., M. M. Ewing
Managers.....P. K. Ewing, Jr., F. C. Ewing
Commercial Manager.....P. K. Ewing, Jr.
Program Director.....F. C. Ewing
Chief Engineer.....T. W. Patterson
Farm Editor.....Paul Simpkins

WRBC

JACKSON—EST. 1947

MBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Rebel Bcstg. Co., Inc.
Business-Studio Address.....125 So. Lamar, Box 986
Phone Number 3-9641
Transmitter Location.....Luckney, Miss.
Air Time.....Unlimited
News Service .....INS
Transcription Service .....Associated
Representative.....The Branham Co.
Membership .....NAB, BMB
President.....T. E. Wright
General-Station Mgr.....John H. Cleghorn
Commercial-Sales Promotion Manager.....J. W. Carlier
Program Director.....Tom Stinson
Production Manager.....Bill Goodrich
Farm Editor.....Frank Maye-hoff
Musical Director.....Woodson Wall
Chief Engineer.....G. G. Benson

WSLI

JACKSON—EST. 1938

ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By..Standard Life Bcstg. Co.
Business Address.....P. O. Box 1847
Phone Number 3-2788
Studio Address.....Robert E. Lee Hotel
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Representative.....Weed & Co.
Membership .....NAB, BMB
President.....George W. Covington
General-Station Manager.....L. M. Sepaugh
Commercial Manager....F. E. Wilkerson, Jr.
Sales Promotion Manager.....M. B. Wray
Program Director.....B. K. Smith
Chief Engineer.....C. A. Perkins

WKOZ

KOSCIUSKO—EST. 1947

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kosciusko Bcstg. Co.
Business Address.....109 W. Jefferson St.
Phone Number.....781
News Service.....AP
Partners.....James W. Arendale, Sr., Cy N. Bahakel
Commercial Manager.....Melvin C. Lee
Chief Engineer.....J. W. Arendale, Sr.

WAML

LAUREL—EST. 1932

NBC—REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....New Laurel Radio Station Inc.
Business-Studio Address..535½ Central Ave.
Phone Number.....288, 1575
Air Time.....6 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service.....World, SESAC, Keystone
Representative.....George P. Hollingbery
Membership .....NAB
President.....D. A. Matison
General-Station Mgr.....Granville Walters
Commercial Manager.....Morris Caver
Program Director.....Stanley Walters
Chief Announcer.....Ed Breland
Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southland Bcstg. Co.
Business-Studio Address..437 N. Magnolia St.
Phone Number 420
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Station Manager.....Hugh M. Smith
Commercial Manager.....W. C. DeHority
Chief Engineer.....Ed Pierce

WAPF (CP)

McCOMB

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By...Southwestern Bcstg. Co. of Mississippi
Business Address.....230 Michigan Ave.
Partners.....Albert Mack Smith, Philip Dean Brady, Kenneth Hinton Quin, J. P. Melvin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...McComb Broadcasting Corp.
Business Address.....Box 111
Phone Number.....37
Studio Address.....WSKB Bldg.
Air Time.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Gene Grant
Owners.....George Blumenstock, Robert Louis Sanders
General and Commercial Manager .....George Blumenstock
Program Dir.....Julia D. Blumenstock
Promotion Manager.....Wayne Walker
Chief Engineer.....Robert Louis Sanders

WMBC

MACON—EST. 1946

MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Mississippi Bcstg. Co., Inc.
Business-Studio Address....Thomas Jefferson Hotel
Phone Number 310
Air Time.....6 a.m.-12:10 a.m.
News Service .....AP
Transcription Service .....Standard
President, General Manager..Withers Gavin

WCOC

MERIDIAN—EST. 1926

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number 1042
Air Time.....6 a.m.-12:10 a.m.
News Service .....UP
Transcription Service....Thesaurus, Standard
President, General Manager...Withers Gavin
Program Director.....Mrs. Withers Gavin

WMOX

MERIDIAN—EST. 1946

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....WMO Bldg.
Phone Number 495
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President-Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station-Sales Promotion Mgr.....Jerry Kerns
Commercial Manager.....Tiny Vickery
Production Manager.....Bob Whiteley
Chief Engineer.....Raymond Bates
Farm Editor.....Earl Hanna

WTOK

MERIDIAN—EST. 1946

ABC—REBEL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Business-Studio Address....Citizens National Bank Bldg.
Phone Number 5070
Air Time.....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB
President, General-Station Manager .....Robert F. Wright
Commercial Manager.....William B. Crooks
Program Director.....Cecil Germany
Chief Engineer.....Joe Saxon
Farm Editor.....Ed Robertson

WMIS

NATCHEZ—EST. 1941

NBC—MISS. NETWORK—LA. NET
KBS—MISS. DIAMOND NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Natchez Bcstg. Co.
Operated By.....P. K. Ewing, Jr.
Business-Studio Address.....Walgreen Bldg.
Phone Number 580
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Membership .....NAB
President.....P. K. Ewing
General-Station Manager....P. K. Ewing, Jr.
Commercial Manager.....Paul Schilling
Chief Engineer.....George Wilson
Farm Editor.....C. L. Barry

WHOC (CP)

PHILADELPHIA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....William Howard Cole
Business Address.....Philadelphia, Miss.
Owner.....William Howard Cole

WELO

TUPELO—EST. 1944

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.
Business-Studio Address.....212 Spring St.
Phone Number 1400
Air Time.....5:43 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
President .....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Chief Engineer.....LeRoy Green

WQBC

VICKSBURG—EST. 1931

MBS—KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By....Delta Bcstg. Co., Inc.
Business-Studio Address.....Hotel Vicksburg
Phone Number 312
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....L. P. Cashman
General-Station Manager..Mary Van Cashman
Commercial Manager.....O. W. Jones
Chief Engineer.....C. E. Drake

WROB

WEST POINT—EST. 1947

MBS—MID-SOUTH—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Business-Studio Address.....WROB Bldg.
Phone Number 807
Air Time .....Unlimited
Representative.....Sears & Ayer
Membership .....NAB
President-General Mgr.....Bob McRaney, Sr.
Station Manager.....Glenn Walker
Chief Announcer, Chief Engineer....Bill Sneed

WAZF

YAZOO CITY—EST. 1947

MISSISSIPPI NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Yazoo Bcstg. Co.
Business-Studio Address.....321 S. Main St.
Phone Number 1040
Air Time..6 a.m.-10 p.m.; 8 a.m.-10 p.m., Sun.
News Service .....AP
Transcription Service .....World
President .....H. T. Barrier
General-Sales Promotion Mgr.....Guy Corley
Chief Engineer.....John Blackwell

WVIM (CP)

VICKSBURG

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ewing Bcstg. Co.
Business Address.....Carrol Hotel

MISSOURI

Estimated Population 3,854,000—% Increase +1.8—Radio Homes 968,943
Farms with Radios 190,148—Stations in State 40

KFVS

CAPE GIRARDEAU—EST. 1925

MBS

Frequency .....1400 Kc. (CP 960)
Power.....250 Watts (CP 1000 d.; 500 n.)
Owned-Operated By.....Oscar C. Hirsch
Business-Studio Address.....324 Broadway
Phone Number 2104-5
Air Time..6:30 a.m.-11:15 p.m.; 8 a.m.-11 p.m., Sun.
News Service .....UP
Representative.....John E. Pearson
Membership .....NAB
President, General Manager, Chief Engineer .....Oscar C. Hirsch
Station Manager.....Ralph L. Hirsch

KDMO

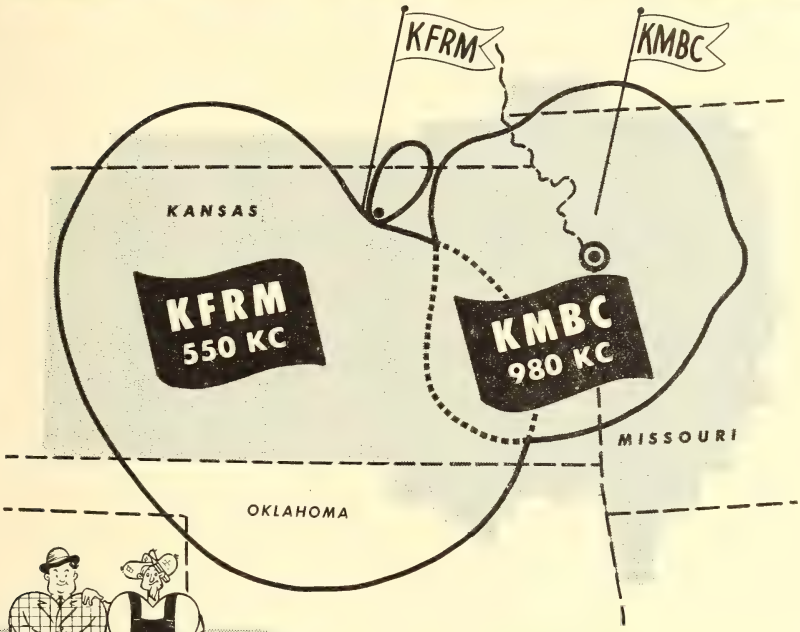
CARTHAGE—EST. 1947

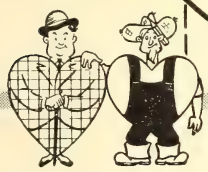
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Carthage Bcstg. Co.
Business-Studio Address.....1201 E. Chestnut
Phone Number 2648
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Thesaurus, Keystone
Membership .....NAB
Partners.....L. C. McKenney, John J. Daly
General-Station Mgr.....L. C. McKenney
Commercial Manager.....John J. Daly
Program Director.....Harry Lukins
Chief Engineer.....Jack Langford

NOW FOR THE FIRST TIME

One Kansas City Broadcaster Covers The Entire Kansas City Trade Area





KMBC

of Kansas City

KFRM

for Kansas Farm Coverage

Represented Nationally by FREE & PETERS, Inc.

The KMBC-KFRM Team offers simultaneous, complete coverage of the Kansas City trade area, and is the only single broadcaster to do so. The map above shows KFRM's estimated half-millivolt contour and KMBC's proved half-millivolt contour superimposed on a map of the Kansas City trade territory as surveyed by Dr. W. D. Bryant, researchist. Complete coverage. No waste.

KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KFRU, Inc.
Business-Studio Address.....9th & Elm
Phone Number 4141
Air Time.....6:30 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB, BMB
President .....Elzey Roberts
General Manager.....Mahlon Aldridge
Chief Engineer.....Robert Haigh
Farm Editor.....Harold Douglas

KREI (CP)

FARMINGTON

KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Business Address.....Farmington, Mo.
News Service.....AP
Transcription Service.....Lang-Worth
Owner.....Cecil W. Roberts
Station Manager.....Mary Burton
Chief Engineer .....Kermit Barker

KFMO

FLAT RIVER—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Lead Belt Bcstg. Corp.
Operated By.....Oscar C. Hirsch
Business Address.....Flat River, Mo.
Phone Number 1000
Air Time .....Unlimited
News Service .....UP
Representative.....John E. Pearson
Membership .....NAB
President, General Mgr.....Oscar C. Hirsch
Station Manager.....James F. Collins
Publicity Director.....Virginia Collins

KHMO

HANNIBAL—EST. 1941

MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Hannibal Courier-Post Publishing Co.
Business-Studio Address..102½ South Main St.
Phone Number 3450
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Representative .....John E. Pearson
Membership .....NAB, BMB
President .....E. L. Sparks
General-Station Mgr.....Wayne W. Cribb
Production Manager.....Ulysses Scott Smith
Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—EST. 1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By.....The Blue Valley Co.
Partners.....Frank E. Fowler, Craig Siegfried, Cedric Siegfried, Charles Siegfried

KWOS

JEFFERSON CITY—EST. 1937

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....210 Monroe St.
Phone Number 4000
Air Time..6 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer
Membership .....BMB
President .....R. C. Goshorn
General Manager.....Catherine Roer
Chief Engineer.....Leroy S. Hackmann

KFSB (CP)

JOPLIN

Frequency: 1310 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By....Four State Bcstrs., Inc.
Business Address.....Joplin, Mo.
President.....Harry Easley
Vice President.....George A. Spiva

KSWM

JOPLIN—EST. 1946

CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Business-Studio Address.....Hotel Connor
Phone Number 7260
Air Time.....6 a.m.-12 M.
Transcription Service .....World
Representative .....William G. Rambeau
Membership .....NAB
President, General-Station Manager, Chief Engineer .....Austin A. Harrison
Commercial Manager.....W. D. Lowry
Sales Promotion Manager.....Noel Ball
Chief Announcer.....Claude Evans

WMBH

JOPLIN—EST. 1925

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number 330-1-2-3
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service....Standard, Thesaurus, Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB, BMB
President, General Manager.....D. J. Poynor
Commercial Manager.....Abe Radunsky
Sales Promotion Manager..Chas. David Blair
Program Director.....Roy Wilson Bilderback
Chief Engineer.....Richard P. Meek

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KFRM

KANSAS CITY—EST. 1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Midland Bcstg. Co.
Representative.....Free & Peters
President.....Arthur B. Church

KCMO

KANSAS CITY—EST. 1936

ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Business-Studio Address.....1515 Commercial Bldg.
Phone Number .....Victor 0900
Transmitter Location.....Nashua, Mo.
Air Time.....20 hrs. daily
News Service .....AP, UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson Co.
Membership .....NAB, BMB
President .....T. L. Evans
General-Station Manager...E. K. Hartenbower
Commercial Manager.....C. E. Morrill
Sales Promotion Manager, Publicity Director .....Farrell Strawn
Program Director.....S. B. Tremble
Production Manager.....Kenneth Heady
Chief Announcer.....Dal Stallard
Musical Director.....Gene Moore
Chief Engineer.....Karl Troeglen
Farm Editor.....Jack Jackson

(See Page 490)

KMBC

KANSAS CITY—EST. 1921

CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number.....Harrison 2650
Transmitter Location.....50th & Bellinder Rd.
Air Time..5 a.m.-12:05 a.m.; 6:30 a.m.-12:05 a.m., Sun.
News Service.....AP, UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NAB
President, Gen. Mgr.....Arthur B. Church
V.P., Managing Dir.....Karl Koerper
V.P., Sales Director.....Sam H. Bennett
Program Director.....Roderick Cupp
Production Manager.....Fran Heyser
Publicity Director.....Tom Rucker
Chief Announcer.....Keith Painton
Musical Director.....P. Hans Flath
Chief Engineer.....A. R. Moler

(See Page 487)

WDAF

KANSAS CITY—EST. 1922

NBC

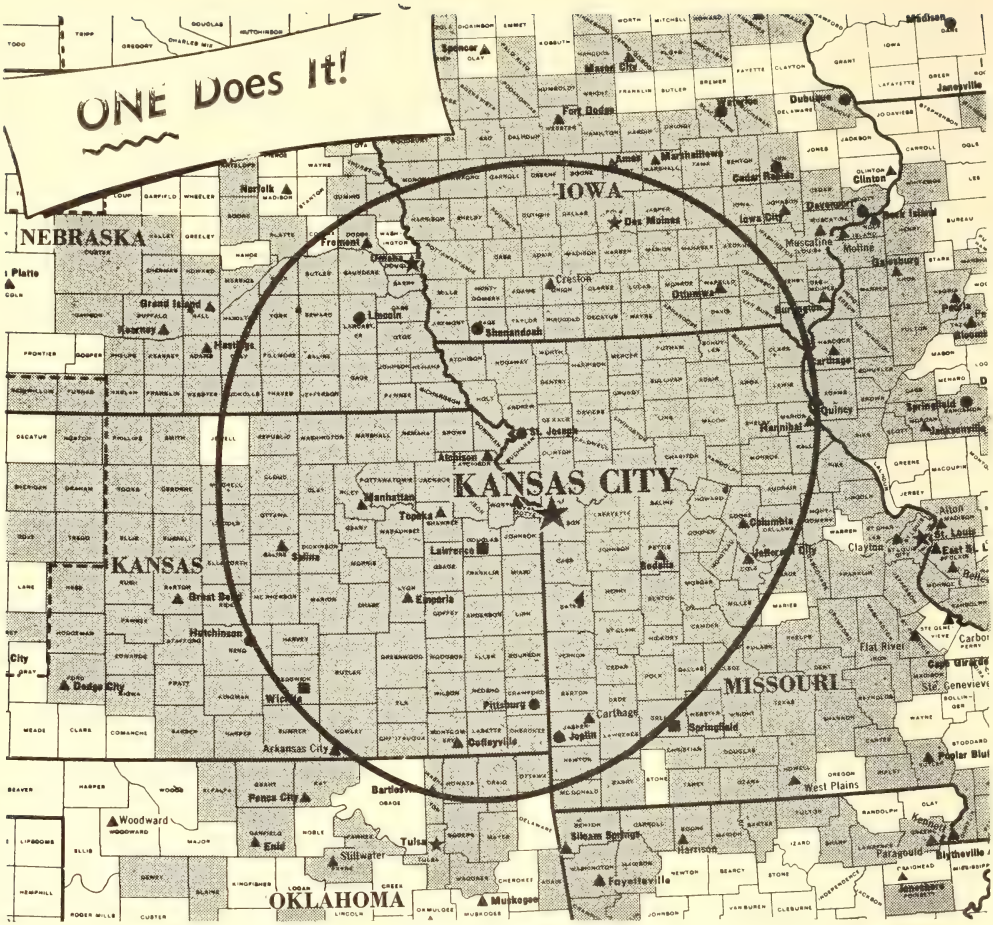
Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By..The Kansas City Star Co.
Business-Studio Address....1729 Grand Ave.
Phone Number.....Harrison 1200
Air Time....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President.....Roy A. Roberts
General-Station Manager.....Dean Fitzer
Commercial-Sales Promotion Manager.....Manne E. Russo
Program Director, Production Manager, Musical Director.....Harry J. Kaufmann
Publicity Director.....Joseph Stewart
Chief Engineer.....J. A. Flaherty

WHB

KANSAS CITY—EST. 1922

MBS—KANSAS STATE NETWORK

Frequency: 710 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WHB Bcstg. Co.
Business-Studio Address..Scarritt Bldg., 9th & Grand Ave.
Phone Number.....HArrison 1161
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service..Associated, Lang-Worth



KCMO ½ millivolt contour map
50,000 Watts Non-Directional — Daytime
superimposed over actual mail count map*

One *station*

One *set of call letters*

One *spot on the dial*

One *rate card*

50,000 Watts Day . . .
10,000 Watts Nights—on 810 kc

National Representative:
John E. Pearson Co.

Base map courtesy Broadcasting Magazine

*387 COUNTIES—174 more than the 213 in the KCMO ½ Millivolt area—that's KCMO's mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 70 in Iowa, 21 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We'll gladly send details of this mail response. Write or call.

KCMO

Kansas City, Mo.—
Basic ABC for Mid-America

Representative .....John Blair
Membership .....NAB, BMB
President, Commercial
Manager .....Donald Dwight Davis
General-Station Manager.....John T. Schilling
Program Director.....John R. Wahlstedt
Publicity Director.....John W. Fraser, Jr.
Chief Engineer.....Henry E. Goldenberg
(See Page 8)

KBOA

KENNETT—EST. 1947

Frequency: 830 Kc.....Power: 100 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Business Address.....Highway 25, So.
Phone Number.....830
News Service.....AP
Transcription Service.....Thesaurus, SESAC
President-General-Commercial
Manager.....Paul C. Jones
Promotion Mgr.-Program Dir...Ray Van Hooser
Chief Engineer.....Robert L. Conner

KIRX

KIRKSVILLE—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Business Address.....KIRX Bldg.
Phone Number.....86
News Service.....AP
Transcription Service.....Thesaurus, Capitol
President-General Mgr.....Samuel A. Burk
Commercial Manager.....Richard R. Canady
Program Director.....William Morgan
Chief Engineer.....Leon H. Brauhn

KLWT (CP)

LEBANON

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Business Address.....Hever Bldg.

KXEO (CP)

MEXICO

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Audrain Bcstg. Corp.
Business Address.....115 W. Monroe St.

KWOC

POPLAR BLUFF—EST. 1938

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Al McCarthy, O. A. Tedrick and J. H. Wolpers
Business-Studio Address..KWOC Bldg., 1801 North Main St.
Phone Number 1310
Transmitter Location....1801 North Main St.
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....SESAC
Representative .....John E. Pearson
Membership .....NAB
President.....O. A. Tedrick
General-Station-Commercial-Sales Promotion
Mgr., Publicity Director.....Wm. R. Tedrick
Program Director, Production
Manager.....Byron Kearbey, Jr.
Chief Announcer.....Tom Hunnicutt
Musical Director.....Byron Kearbey, Jr.
Chief Engineer.....Don M. Lidenton
Farm Editor.....W. F. James

KTTR

ROLLA—EST. 1947

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....."Show-Me" Bcstg. Co.
Partners.....Luther W. Martin
Wilson C. Burkhead, Martin M. Mitckum

KSGM

STE. GENEVIEVE—EST. 1947

GRIESEDIECK BROS.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Donze Company
Business-Studio Address.....245 Merchant St.
Phone Number 580
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Elmer L. Donze
Commercial Manager.....Norbert B. Donze
Sales Promotion Manager....Donald M. Donze
Production Manager.....Wm. T. Bullington
Chief Engineer.....Merle L. Rose
Farm Editor.....Blake Taber

KFEQ

ST. JOSEPH—EST. 1923

MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio Address..KFEQ Bldg., 8th & Frederick Ave.
Phone Number 4-0813
Air Time..5:45 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
General Manager.....Barton Pitts
Commercial Manager.....Glen G. Griswold
Sales Promotion Manager.....J. Ted Branson
Program Director.....R. Thompson Mabie
Chief Engineer.....J. Wesley Koch

3,730 more square miles ... with KSD's increase in nighttime power!

Every Advertiser Whose Products Are Sold in the Greater St. Louis Area Will Be Interested in These Facts:

1. Beginning on or about April 1, KSD will broadcast with a power of 5,000 watts *day and night*—on 550 kilocycles.

2. KSD's new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.

3. KSD's new antenna system consists of four towers—each 450 feet in height.

4. KSD's new 5,000-watt transmitter incorporates the latest developments for the highest quality reception.

5. KSD's power increase plus the new antenna system will enable KSD's nighttime signal to cover an additional 3,730 square miles of interference-free service area.

6. KSD's effective nighttime power, in the direction of the City of St. Louis, will be increased to 15,000 watts.

7. KSD is the National Broadcasting Company's basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.

8. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press — the AP news wires plus the PA radio wire.

9. KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.

10. Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is "The Combination That Clicks."

KSD

The ST. LOUIS POST-DISPATCH Station

KSD-TV and KSD-FM

National Advertising Representatives:

FREE & PETERS, INC.

KRES

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Missouri Valley Bcstg. Corp.
Business-Studio Address.....113 So. 7th
Phone Number 4-6346
Transmitter Location.....Highway 59
Air Time....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BMB
President, General Manager....Paul E. Roscoe
Asst.-Station Mgr., Chief Engineer .....Charles Wiesemann
Commercial Manager.....J. J. Fitzgerald
Sales Promotion Manager.....Jim Goodding
Program-Publicity-Musical Director .....Dward A. Moore
Production Manager.....Alan Menefee
Chief Announcer.....Joe Killgore

KBGS (CP)

ST. LOUIS

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis Partners.....Edwin Riley Grove, III, James Henry Grove, William Blum, Jr.

KMOX

ST. LOUIS—EST. 1925

CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Transmitter Location.....Route No. 2, Granite City, Ill.
Air Time.....5 a.m.-1:30 a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
General Manager.....Wendell B. Campbell
Commercial Manager.....Carter Ringlep
Sales Promotion Manager...Edwin M. Fisher
Program Director.....T. A. Bland
Production Manager.....George Clare
Publicity Director.....Walter Rott
Musical Director.....John Bambridge
Chief Engineer.....Harry Harvey
Farm Editor.....Ted Mangner

KSD

ST. LOUIS—EST. 1922

NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By..Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....MAin 1111
Transmitter Location.....1111 Olive St.
Air Time..5:30 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Commercial Manager....Edward W. Hamlin

KWK

ST. LOUIS—EST. 1927

MBS

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n. (CP 5000)
Owned-Operated By....Thomas Patrick, Inc.
Business-Studio Address....9th Floor, Chase Hotel
Phone Number.....ROsedale 3210
Transmitter Location....500 Logan St., Baden, Mo.
Air Time....6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.; 7 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
President, General Manager..Robert T. Convey
Station Manager.....Ray E. Dady
Assistant Station Manager....John W. Tinnea
Commercial Manager.....V. E. Carmichael
Sales Promotion Manager.....T. E. Richter
Program Director.....Russell C. Kaiser
Production Manager.....John Traxler
Publicity Director.....Tom Dailey
Musical Director.....Carl Hohengarten
Chief Engineer.....N. J. Zehr

KXLW

ST. LOUIS—EST. 1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Saint Louis County Bcstg. Co.
Business-Studio Address..8135 Forsythe Blvd.
Phone Number.....Delmar 1320
Transmitter Location..9700 Old Bonhomme Rd.
Air Time.....6 a.m.-local sunset
News Service.....AP, UP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President, General Manager....Guy Runnion
Assistant-Sales Promotion Manager .....Edgar J. Mothershead
Sales Manager.....Leslie P. Ware
Program Director.....Blaine Cornwell
Chief Announcer.....Bob Terry
Chief Engineer.....Denis E. Volas
Farm Editor.....Charlie Clements

KXOK

ST. LOUIS—EST. 1938

ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Star-Times Publishing Co.
Business-Studio Address..12th & Delmar Blvds.
Phone Number.....CHestnut 3700
Air Time..5:30 a.m.-1 a.m.; 6 a.m.-1 a.m., Sun.
News Service.....AP, INS, UP, Reuters
Transcription Service....Associated, Standard
Representative .....John Blair
Membership .....NAB, BMB
President.....Elzey M. Roberts
Station Manager.....C. L. Thomas
Director of Sales.....V. N. Springgate
Sales Promotion Manager....Foster H. Brown
Production Manager.....Elmer G. Muschany
Publicity Director.....Ralph J. Gentles
Chief Announcer.....Robert Holt
Musical Director.....Emmett Schuster
Chief Engineer.....Arthur F. Rekart
Farm Editor.....Charles Stookey

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By..The St. Louis University
Business-Studio Address....3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Air Time.....6 a.m.-local sunset
News Service .....INS
Transcription Service.....World, Standard, Lang-Worth
Representative.....John E. Pearson
Membership .....NAB
President....Very Rev. Patrick J. Holloran, S.J.
General Manager.....Nicholas Pagliara
Commercial Manager.....Leonard P. Frankel
Program Director.....Don Lochner
Production Manager.....Syl Binkin
Publicity Director.....William Moffett
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer.....Joseph A. Volk

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address....3601 Lindell Blvd.
Phone Number.....JEfferson 8403
Air Time .....Unlimited
News Service .....AP
Transcription Service..Standard, Lang-Worth, MacGregor
Representative.....Wm. G. Rambeau
Membership .....NAB
President.....L. A. Benson
Vice-President, General Mgr.....C. W. Benson
Commercial Manager.....H. R. Hansen
Program Director.....Neil Norman
Publicity Director.....Mel Kampe
Chief Engineer.....Edward Goodberlet

KDRO

SEDALIA—EST. 1939

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Milton J. Hinlein
Business-Studio Address..2100 W. Broadway
Phone Number 4004-5
Air Time..6 a.m.-10 p.m.; 7 a.m.-10 p.m., Sun.
News Service .....UP
Representative .....Forjoe & Co.
Membership .....NAB
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....Harry Trotman
Sales Promotion Manager....Milton J. Hinlein
Program Director.....Maxine Fisher
Chief Engineer.....Wayne Pash

KSIM (CP)

SIKESTON

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Sikeston Community Bcstg. Co.
Business Address.....210 W. North St.

KGBX

SPRINGFIELD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Address.....602 St. Louis St.
Phone Number.....3-3200
Air Time.....6:30 a.m. to 12 midnight
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative....George P. Hollingberry Co.
Membership .....NAB
President.....Tams Bixby, Jr.
General-Commercial Mgr....J. Gordon Wardell
Program Director.....Carl Fox
Promotion Manager.....Dudley Morris
Chief Engineer.....E. Dennis White

KTTS

SPRINGFIELD—EST. 1941

CBS—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Independent Bcstg. Co.
Business-Studio Address....Chamber of Commerce Bldg.

Phone Number 4303
Transmitter Location....Chamber of Commerce Bldg.
Air Time..6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....BMB
President.....J. H. G. Cooper
General-Station Manager....G. Pearson Ward
Sales Manager.....Bob Burke
Sales Promotion Manager.....G. P. Ward
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

KWTO

SPRINGFIELD—EST. 1933

ABC

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Ozarks Bcstg. Co.
Business-Studio Address.....606 St. Louis St.
Phone Number 3-2800
Transmitter Location.....South Fremont Rd.
Air Time..5 a.m.-12 M.; 6:30 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....John E. Pearson
Membership .....NAB, BMB
President, General Mgr.....Ralph D. Foster
Vice-President, Treasurer..C. Arthur Johnson
Assistant Manager, National Sales Manager.....Leslie L. Kennon
Promotion Director.....Bill Bailey
Program Director.....Bill Ring
Production Manager.....Lou Black
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

KWPM

WEST PLAINS—EST. 1947

CARDINAL BASEBALL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert Neathery
Busines Address.....P. O. Box 446
Phone Number 700
Transmitter-Studio Location.....Highway 80
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service....Standard, Keystone
President-Owner .....Robert Neathery
Commercial Manager.....Fritze Dixon
Program Director.....Nola Langston

MONTANA

Estimated Population 494,000—% Increase —11.7—Radio Homes 126,181
Farms with Radios 31,744—Stations in State 25

KANA

ANACONDA—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's Inc.
Business Address.....Anaconda, Mont.
Phone Number.....Anaconda 136
Transmitter-Studio Location.....Lincoln St.
Air Time...7 a.m.-11 p.m.; 9 a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative.....Weed & Co.
Membership .....NAB
President.....Arthur J. Mosby
General-Station Manager.....Don Jones
Commercial Manager.....Robert Brazill
Chief Engineer.....Charles Currie

KBMY

BILLINGS—EST. 1946

MBS—INTERMOUNTAIN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Business Address.....Box 1101
Phone Number 3838
Transmitter-Studio Location..West of Billings
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....R. E. Mulvaney
General-Station Mgr.....Franz J. Robischon
Commercial-Sales Promotion Mgr...Ken Nybo
Program-Publicity Director....Leroy Swecker
Chief Announcer.....Charles Du Bois
Chief Engineer.....Richard Kaiser

KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Northwestern Auto Supply Co., Inc.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location...6 miles west of Billings
Air Time.....6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.....UP
Transcription Service.....Standard, NBC Thesaurus, World, SESAC

Representative.....The Katz Agency
Membership.....NAB, BMB
President.....C. O. Campbell
General Manager.....Ed Yocum
Station Mgr.-Program Dir....M. V. Braunberger
Sales Promotion.....June Leff
Chief Engineer.....Jeff Kiichli

KXLQ

BOSEMAN—EST. 1939

NBC—PACIFIC NORTHWEST BSTRS.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcstrs., Inc.
Business Address.....Bozeman, Mont.
Phone Number.....1420
Transmitter-Studio Location.....2½ mi. E. of Bozeman
Air Time.....16½ hrs. daily
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Walker Co.
Membership.....NAB
President, General-Station Manager, Musical Director.....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director, Production Manager.....Tom Robischon
Publicity Director, Chief Announcer.....Duane Parker
Chief Engineer.....Jack Provis
Farm Editor.....George Wooley

KBOW

BUTTE—EST. 1947

CBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Copper City Radio Co.
Business Address.....P. O. Box 1932
Phone Number.....7429
Transmitter-Studio Location.....720 Yale Ave.
Air Time.....7 a.m.-12 M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Gene Grant
Membership.....NAB
President-Owner, Commercial Manager.....Frank Reardon
Acting Manager, Program-Musical Director.....Robert Athearn
Chief Announcer.....Don Anderegg
Chief Engineer.....Bert Davis

KOPR

BUTTE—EST. 1947

ABC—ROCKY MT. BCSTG. SYSTEM.

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Transmitter Location.....S.W. of Butte
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....World
Representative.....The Katz Agency
Membership.....NAB, BMB
President, General Mgr.....Frank C. Carman

KXLF

BUTTE—EST. 1929

NBC—Z NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Business-Studio Address.....Box 1956
Phone Number.....2-2344
Air Time.....Unlimited
News Service.....UP
Transcription Service..Lang-Worth, MacGregor
Representative.....Walker Co., Tracy Moore
Membership.....NAB, BMB
President, General Manager.....E. B. Craney
Station Manager.....A. E. Anzjon
Commercial Manager.....J. S. Schile
Sales Promotion Manager....George Webber
Chief Engineer.....W. J. Provis

KYES (CP)

BUTTE

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By..Treasure State Bcstg. Co.

KFBB

GREAT FALLS—EST. 1922

CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By....Buttrey Broadcast, Inc.
Business-Studio Address....607 First National Bank Bldg.
Phone Number.....4377
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Weed & Co.
Membership.....NAB, BMB
President.....Fred Birch
Manager, Commercial Mgr.....J. P. Wilkins
Program Director.....W. J. Towner
Chief Engineer.....Wilbur L. Myhre

KGFM (CP)

GREAT FALLS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Mosby's, Inc.

KMFR (CP)

GREAT FALLS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....Mont. Farmer Bcstg. Corp.

KMON (CP)

GREAT FALLS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By....Sun River Bcstrs., Inc.

KXLK

GREAT FALLS—EST. 1947

NBC—Z NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Great Falls Bcstg. Co.
Business-Studio Address.....Park Hotel
Phone Number 2-2453
Transmitter Location.....Park Hotel
Air Time.....7 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....The Walker Co.
President.....J. R. Larcombe
General-Station Mgr.....K. O. MacPherson
Commercial Manager.....Carl F. Argabrite
Program Director.....Pat Larkin
Musical Director.....Elizabeth Drapes

KAVR

HAVRE—EST. 1946

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KAVR, Inc.
Business Address.....P. O. Box 672
Phone Number 888
Transmitter-Studio Location.....¼ mi. E. of Havre on U. S. No. 2
Air Time..6:30 a.m.-11:15 p.m.; 8 a.m.-10:15 p.m., Sun.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB
President.....Jessica L. Longston
Vice President.....Vicki Zaser
Station Manager, Program Director.....Larry Gordon
Commercial Manager.....Bill Murphy
Chief Engineer.....F. W. Smith

KOJM

HAVRE—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By..North Montana Bcstg. Co., Inc.
Business Address.....Box 70
Phone Number 1096
Studio Address.....426½ First St.
Transmitter Location.....Shepard Rd., N.E. of Havre
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service..MacGregor, Long, Cole, Associated
Representative .....Homer Griffith
Membership .....NAB, BMB
President.....Dr. F. W. Aubin
Vice-Pres., Sec.-Treas.....E. J. Pepin
Sales Promotion-Production Mgr...Bud Richards
Program Director, Chief Announcer .....Jim Saenger
Publicity Director.....E. J. Pepin
Chief Engineer.....George H. Bauer
Farm Editor.....Ray Porter

KXLJ

HELENA—EST. 1937

NBC—Z BAR NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number.....1240
Transmitter Location.....Helena
Air Time.....8 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....The Walker Co.
President.....A. T. Hibbard
General Commercial Mgr.....Bob Rutter
Program Director.....Paul A. Hatton, Jr.

KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald C. Treloar
Business-Studio Address.....203 First Ave. E.
Phone Number.....332 or rural 3220
Transmitter Location..2½ mi. S. on Highway No. 93
Air Time..7 a.m.-10 p.m.; 9 a.m.-7 p.m., Sun.
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
President, General-Station-Commercial Manager.....Donald C. Treloar
Program Director.....Maurice Driscoll
Musical Director.....Les Sterling
Chief Engineer.....William H. Patterson
Farm Editor.....Glenn Millhouse

KXLO

LEWISTON—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address.....East Main St.
Phone Number 1210
Transmitter Location.....East Main St.
Air Time....6:30 a.m.-10:30 p.m.; 8 a.m.-9:30 p.m., Sun.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President, General-Station Manager .....George Bennitt
Commercial Manager.....Robert Z. Gray

Program Director.....Lee Belding
Chief Announcer.....Wm. Weest
Chief Engineer.....Wm. R. Parker

KPRK

LIVINGSTON—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Yellowstone Amuse. Co.
Business Address .....Box 952
Phone Number 1000
Transmitter-Studio Address.....East Park St.
Air Time..6:30 a.m.-10:15 p.m.; 9:30 a.m.-7:30 p.m., Sun.
News Service .....AP
Transcription Service....Lang-Worth, SESAC
Representative .....Homer Griffith
Membership .....NAB
President, General-Station Manager.....Paul B. McAdam
Commercial-Sales Promotion Manager .....Jack Hinman
Program-Musical Director.....Robert Greer
Production Manager, Chief Announcer .....Brooks Read
Publicity Director.....Jean Morrison
Chief Engineer.....Bill Wren
Farm Editor.....Bob Alves

KRJF

MILES CITY—EST. 1941

MBS—INTERMOUNTAIN—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 North 5th
Phone Number 60
Transmitter-Studio Location.....Haynes Ave.
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....W. F. Flinn
General-Station-Commercial Manager .....Don Tannehill
Sales Promotion Manager, Publicity Director .....Norm Ingstrom
Program Director, Production Manager .....Bob Wilson
Chief Announcer.....Ron Barkley
Chief Engineer.....Charles Scofield
Farm Editor.....A. E. Kegal

KGVO

MISSOULA—EST. 1931

CBS

Frequency: 1290 Kc.....Power: 5000 Watts d;. 1000 Watts n.
Owned-Operated By.....Mosby's Inc.
Business Address.....127 East Main
Phone Number 2155
Studio Address.....132 West Front
Transmitter Location..Highway 93, 3 mi. W. of Missoula
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service..Lang-Worth, MacGregor, Associated
Representative.....Geo. P. Hollingbery
Membership .....NAB
President-Owner.....A. J. Mosby
Commercial-Sales Promotion Manager.....Marion E. Dixon
Program Director, Production Manager .....W. C. Blanchette
Chief Announcer, Musical Director .....William Strothman
Chief Engineer.....Lawrence Smith
Farm Editor.....Dick Wright

KMSU (CP)

MISSOULA

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Missoula Radio Assn.
Business Address.....218 N. Higgins
Phone Number.....6882
President.....Robert B. Cummins
Vice President.....Oakley E. Coffee

KXLL

MISSOULA—EST. 1947

NBC—Z NETWORK—PNB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Western Montana Associates
Business-Studio Address.....Orchard Homes, River Rd.
Transmitter Location.....Orchard Homes, River Rd.
Air Time.....7 a.m.-12 M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker Co.
General Manager.....Pat M. Goodover
(Staff Not Completed at Press Time)

KIYI

SHELBY—EST. 1947

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Tri-County Radio Corp.
Business Address.....Shelby, Mont.
Phone Number 560
Transmitter-Studio Location.....North Marias, Mont.
Air Time.....17½ hrs. daily
News Service .....UP
Transcription Service.....World, Keystone, SESAC
Representative .....Wm. Grant
President.....John J. Hurley
Sec.-Treas. .....Cedor Aronow
General Manager.....Frank Krshka
Commercial Manager.....Lawrence Wing

Program Director.....George Potter
Chief Engineer.....Richard C. Velo

KGCX

SIDNEY—EST. 1926

MBS—GREAT NORTHERN BCSTG.—KBS
Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business-Studio Address..109 So. Central Ave., Sidney & Masonic Bldg., Williston, N. D.
Phone Number 408
Transmitter Location.....4 mi. N. of Sidney
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....The Walker Co.
Membership .....NAB, BMB
President, General Mgr.....E. E. Krebsbach
Station Manager.....E. Clair Krebsbach
Chief Announcer.....G. Mel King
Chief Engineer.....Oscar H. Halvorso

NEBRASKA

Estimated Population 1,301,000—% Increase —1.1—Radio Homes 326,497
Farms with Radios 94,635—Stations in State 18

KJSK (CP)

COLUMBUS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By...George Basil Anderson
Business Address.....Columbus, Nebr.
News Service.....AP
President-Gen. Mgr....George Basil Anderson
Chief Engineer.....Harold Hardy

KORN

FREMONT—EST. 1939

MBS—NEBR. WIRELESS NETWORK—KBS
Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....118 East 5th St.
Phone Number 1060
Transmitter Location.....East 16th St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed & Co.
President.....John K. Morrison
General Manager.....Paul R. Fry
Station-Sales Promotion Manager.....William H. Baldwin
Commercial Manager.....G. E. Bentz
Program Director, Production Manager .....Ray Arvin
Publicity Director.....Helen Norwood
Chief Announcer, Farm Editor.....Bill Wood
Musical Director.....Harry Gehrett
Chief Engineer.....Percy Ziegler

KMMJ

GRAND ISLAND—EST. 1925

ABC
Frequency: 750 Kc.....Power: 100 Watts d.
Owned-Operated By.....KMMJ, Inc.
Business-Studio Address....Cedar & Division
Phone Number 703-4
Transmitter Location.....Phillips, Nebr.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....World, Cole
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Don Searle
General-Station Manager.....Wick Heath
Commercial Manager.....Bill Martin
Sales Promotion Manager, Publicity Director .....Herb Clark
Program Director, Production Manager, Chief Announcer .....Orie Kerwood
Musical Director.....Dick Stahl
Chief Engineer.....Norval Larsen
Farm Editor.....George Kister

KHAS

HASTINGS—EST. 1940

MBS—KBS
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Nebraska Bcstg. Co.
Business-Studio Address.....Tribune Bldg.
Phone Number 1745-6
Transmitter Location.....Tribune Bldg.
Air Time.....7 a.m.-12 M.
News Service .....INS
Transcription Service .....Capitol
Membership .....NAB, BMB
President.....Fred A. Seton
General-Station-Sales Promotion Manager.....Duane L. Watts
Commercial Manager.....Ed Kihn
Program Director, Production Manager, Publicity Director.....Warren Mowder
Musical Director.....Charles Wright
Chief Engineer.....Duane Allison

KGFW

KEARNEY—EST. 1930

MBS—KBS
Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By..Central Nebraska Bcstg. Corp.
Business-Studio Address.....Federal Annex Bldg.
Phone Number.....23541; 31551
Transmitter Location .....Lakeside
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Keystone
Membership .....NAB
President, General Mgr.....Lloyd C. Thomas
Station-Commercial-Sales Promotion Manager .....E. Anson Thomas
Program Director.....Peg Biber
Publicity Director.....Bob Holt
Chief Announcer.....Lew Jeffery
Chief Engineer.....Jack Lewis
Farm Editor.....Floyd Kalber

KFOR

LINCOLN—EST. 1930

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Address.....Stuart Bldg.
Phone Number.....2-6965
Transmitter Location.....48th & Vine Sts.
Air Time.....6 a.m. to 12 midnight
News Service.....INS; AP
Transcription Service.....Standard Radio, Capitol
Representative.....Edward Petry & Co., Inc.
Membership .....NAB, BMB
President.....Charles T. Stuart
Station Mgr.-Commercial Mgr....Harry D. Peck
Program Director.....Jack Huston
Promotion Manager.....Gladyce Gale
Chief Engineer.....Charles W. Winkler

KILM (CP)

LINCOLN

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Lincoln Bcstg. Corp.
Business Address.....510 Barkley Bldg.

KOLN

LINCOLN—EST. 1947

MBS—INLAND GROUP

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address..211 Federal Securities Bldg.
Phone Number 2-7218
Transmitter Location.....40th & W Sts.
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed & Co.
Membership .....NAB, BMB
President .....John K. Morrison
Vice-President, General Manager.....Paul R. Fry
Station Manager.....Hugh E. Bader
Local Commercial Mgr.....William B. Waugh
Promotion Manager.....Edwin T. Smith
Production Manager.....Robert Parkins
Chief Announcer.....Bud Levinson
Engineering Supervisor....Marvin J. Korinek

KBRL

McCOOK—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...The McCook Bcstg. Co.
Business Address.....J. St. & Highway No. 83
Phone Number.....1450
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative .....Friedenberg
General Promotion Mgr.....William J. Cox
Commercial Manager.....Arthur V. Henri
Program Director.....Edward Cooper
Chief Engineer.....LeRoy W. Lenwell

WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Norfolk Daily News
Business-Studio Address..Norfolk Ave. & 6th St.
Phone Number 432
Transmitter Location.....West Norfolk Ave.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....The Walker Co.
Membership .....NAB, BMB
General-Station Manager.....Art Thomas
Commercial Manager.....Bob Thomas
Sales Promotion, Production Manager, Farm Editor.....Hollis Francis
Program Director.....Lloyd Farlee
Publicity Director.....Bob Thomas
Chief Announcer.....Lloyd Farlee
Musical Director.....Wayne Larson
Chief Engineer.....Frank Weidenbach

KODY

NORTH PLATTE—EST. 1930

NBC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WOW, Inc.
Business-Studio Address.....1521 W. 12th St.
Phone Number 382
Transmitter Location.....1521 W. 12th St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP, UP
Transcription Service..Standard, Lang-Worth
Representative .....John Blair
Membership .....NAB, BMB
President.....John J. Gillin, Jr.

General-Station Manager.....John Alexander
Local Sales Manager.....Joe di Natale
Sales Promotion Manager.....Jerry Wing
Program Director.....Ed Launer
Chief Engineer.....Jay Blakesley
Farm Editor.....Ed Launer

KBON
OMAHA—EST. 1942
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....676 Saunders-Kennedy Bldg.
Phone Number.....JAckson 8282
Transmitter Location.....36th & Wright Sts.
Air Time..6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Associated
Representative.....Weed & Co.
Membership.....NAB, BMB
Vice President, General Mgr.....Paul R. Fry
Station Manager, Program Director, Production Manager.....Richard E. Welna
Commercial Manager.....Ernest S. Priesman
Sales Promotion Manager, Publicity Director.....Joe Baker
Chief Engineer.....Percy R. Zeigler

KFAB
OMAHA—EST. 1924
CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business Address.....620 Farnam Bldg.
Phone Number.....Ja 3420
Studio Address.....Omaha & Lincoln, Nebr.
Transmitter Location.....Omaha, Nebr.
Air Time.....20 hrs. weekdays; 18 hrs. Sun.
News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Fred S. Sidles
Chairman of Board.....Joe W. Seacrest
General-Station-Commercial Manager.....Harry Burke
Program Director, Production Manager.....L. A. Miller
Publicity.....Harold E. Roll; W. P. Dietz
Musical Director.....Alene McKinney
Chief Engineer.....Mark Bullock
Farm Editor.....W. E. Macdonald

KOIL
OMAHA—EST. 1925
ABC—NEBRASKA NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By.....Stuart Investment Co.
Operated By.....Central States Bcstg. Co.
Business-Studio Address.....Omaha National Bank Bldg.
Phone Number.....Jackson 7626
Transmitter Location.....Box 479, Council Bluffs, Iowa
Air Time.....6 a.m.-12 M.
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Membership.....NAB
President-Owner.....Charles T. Stuart
General-Station Mgr.....William J. Newens
Sales Manager.....Forrest Blair
Asst. Mgr., Program Dir., Production Manager.....Virgil Sharpe
Music Librarian.....Barbara Rose
Chief Engineer.....Charles W. Winkler

KOWH
OMAHA—EST. 1922

Frequency: 660 Kc.....Power: 500 Watts d.
Owned By.....World Publishing Co.
Operated By.....Omaha World-Herald
Business-Studio Address..World-Herald Bldg., 15th & Farnam, Omaha, Neb.
Phone Number.....Atlantic 2228
Transmitter Location.....60th & Girard
Air Time.....6 a.m.-local sunset
News Service.....UP
Transcription Service.....Standard, World, Associated
Representative.....George P. Hollingbery
President.....Henry Doorly
General-Station-Commercial Manager.....B. C. Corrigan
Musical Director.....Walter Scott
Chief Engineer.....Frank E. Shopen
Farm Editor.....Adam Reinemund

WOW
OMAHA—EST. 1923
NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Transmitter Location.....5500 Kansas Ave., Omaha
Air Time..5:30 a.m.-1 a.m.; 6:30 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service....Standard, Thesaurus, SESAC, Associated
Representative.....John Blair
Membership.....NAB, BMB
President, General Mgr.....John J. Gillin, Jr.
Sales Promotion Manager.....Bill Wiseman
Program Director.....Lyle DeMoss
Production Manager.....Ray Olson
Publicity Director.....Harold Storm
Chief Announcer.....Merrill Workhoven
Musical Director.....Morton Wells
Chief Engineer.....William J. Kotera
Farm Editor.....Mal Hansen

KNEB (CP)
SCOTTSBLUFF

Frequency: 970 Kc.....Power: 500 Watts d.
Owned-Operated By.Platte Valley Bcstg. Corp.
Business Address.....1913 Broadway

KOLT
SCOTTSBLUFF—EST. 1930

CBS—KBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Hilliard Co.
Business-Studio Address....1517½ Broadway
Phone Number 856
Transmitter Location.....West 20th St.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Standard
Representative .....Hal Holman
Membership .....NAB, BMB
President, General Station
Manager .....L. L. Hilliard
Commercial Manager.....Roy Cummings
Program Director.....Bill Walter
Chief Announcer.....Tony Kehl
Chief Engineer.....Harland Morrison
Farm Editor.....Bill Brennan

NEVADA

Estimated Population 140,000—% Increase +27.0—Homes 36,532
Farms with Radios 2,673—Stations in State 14

KBNE
BOULDER CITY—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Boulder City Bcstg. Co.
Business Address.....P. O. Box "E"
Phone Number 247
President.....Edward J. Jansen
Station-Commercial Mgr.....Truman B. Hinkle
Sales Promotion Manager....Charlotte Brader
Chief Engineer.....Roy Rockstrom

KVNC (CP)
CARSON CITY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph Margali
Business Address.....Box 298, Reno, Nev.

KERS (CP)
ELKO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.

KELN
ELY

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Boulder City Bcstg. Co.

KNEV (CP)
FALLON

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Voice of Fallon
Partners..... .Chet L. Gonce, Ralph Morgali

KENO
LAS VEGAS—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Nevada Bcstg. Co.
Operated By.....Maxwell Kelch
Business-Studio Address.....P. O. Bor 1310
Phone Number 1400
Air Time.....19 hrs. daily
News Service .....INS
Transcription Service .....Thesaurus
Representative .....Homer Griffith
President, General-Station
Manager .....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Program Director.....L. A. Newsome, Jr.
Chief Engineer.....Harold H. Haas

KLAS
LAS VEGAS—EST. 1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Las Vegas Bcstrs., Inc.
Business Address.....Las Vegas, Nev.
President.....C. L. McCarthy

KRAM (CP)
LAS VEGAS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By...Boulder City Bcstg. Co.

CALL LETTERS TO BE ASSIGNED
(CP)
LAS VEGAS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....San Joaquin Bcstrs.
Business Address.....Las Vegas, Nev.
Partners.....R. K. Wittenberg, R. L. Stoddard

KATO

RENO—EST. 1946

MBS—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business Address.....Box 2231
Phone Number 2-4501
Studio Address.....Elks Bldg.
Transmitter Location.....6th & Cassinelli Rd.
Air Time.....7 a.m.-12 M.
Transcription Service .....Standard
Representative.....W. S. Grant
Membership .....NAB
President, Chief Engineer....R. K. Wittenberg
General Manager.....R. L. Stoddard
Commercial Manager.....Ray Bohannon
Farm Editor.....Bert Kennington

KOH

RENO—EST. 1928

NBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....McClatchy Bcstg. Co. of Nevada
Business-Studio Address....143 Stevenson St.
Phone Number 5106-7
Transmitter Location.....Sparks, Nev.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus, World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Hugh Kees
Chief Engineer.....Wesley Craig
Farm Editor.....Vern McGahan

KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number 2-4516
Transmitter Location.....N. of Sparks, Nev.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Lang-Worth, Capitol
Representative..Adam J. Young, Jr.; Western Radio Adv.
Membership .....NAB
President, General Mgr.....David McKay
Station-Commercial Manager....H. G. Wells
Sales Promotion Manager, Publicity Director .....D. Basich
Program Director.....Russ Shepard
Musical Director.....Emily Heslop
Chief Engineer.....Merle Peterson

KWRN

RENO—EST. 1947

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Reno Newspapers, Inc.
Business Address.....123 N. Center St.
Phone Number.....6156
News Service.....UP
Transcription Service.....Associated
Representative .....Walker
President.....Merritt C. Speidel
General Manager.....Merrill Inch
Commercial Manager.....John A. Lang
Program Director.....Gene Shumate
Chief Engineer.....Wilbur C. Comer

KXXL

RENO—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...The Voice of Reno Co.
Business Address.....Box 1329
Phone Number.....2-4036
News Service.....UP
Representative.....Cooke, Gene Grant
General Manager.....Edward Margolis
Commercial Manager.....James Diamond
Promotion Manager.....Fred Kirshe
Program Director.....Byron Samuel
Chief Engineer.....Chet Gonce

For Prestige . . .

AP

Membership!

growing
. . . in the granite state!

From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and massachusetts too!

WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

WFMI

PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York
Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston
Vice President and General Manager
Bert Georges

NEW HAMPSHIRE

Estimated Population 547,000—% Increase +11.3—Radio Homes 136,008
Farms with Radios 16,489—Stations in State 10

WMOU

BERLIN—EST. 1946

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..White Mountains Bcstg. Co., Inc.
Business-Studio Address.....40 Main St.
Phone Number.....Berlin 1797-8
News Service .....AP
Transcription Service .....Associated
Representative .....Taylor-Howe-Snowden, Kettel-Carter
Membership .....NAB
President.....Albert N. Morris
General-Station Manager, Program Director, Production Manager, Chief Announcer.....Warren M. Greenwood
Commercial Manager.....Charles S. Holbrook
Chief Engineer.....James F. Hennessey

WKXL

CONCORD—EST. 1946

MBS—YANKEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Hon. Charles M. Dale
Operated By.....Bert George
Business-Studio Address.....Eagle Hotel
Phone Number.....Concord N. H. 4180
Transmitter Location.....Reddington St.
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service....Capitol, Lang-Worth
Representative .....The Walker Co., Bertha Bannan
Membership .....NAB
President-Owner.....Hon. Charles M. Dale
General Manager.....Bert Georges
Station Manager, Program Director.....William A. Dawson, Jr.
Commercial Manager.....Richard Shepard
Sales Promotion Manager, Publicity Director .....E. Dexter Derby
Chief Announcer.....Norman Bailey
Musical Director.....Blanche Crippen
Chief Engineer.....Norman Partridge

WKNE

KEENE—EST. 1927

CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By .....WKNE Corp.
Business-Studio Address.....17 Dunbar St.
Phone Number.....Keene 2080
News Service .....UP
Transcription Service .....Thesaurus
Representative....Adam J. Young, Jr.; Kettell-Carter
Membership .....NAB, BMB
President-Owner, General-Station-Sales Manager .....Joseph K. Close
Assistant Manager.....Robert M. Peebles
Promotion Director.....Barbara Williams
Chief Announcer.....Osborne C. Wade
Chief Engineer.....Ernest F. Batchelder, Jr.

WLNH

LACONIA—EST. 1922

MBS—YANKEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Northern Bcstg. Corp.
Business-Studio Address.....653 Main St.
Phone Number 501
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Kettell-Carter
Membership .....NAB
General Manager.....Warren H. Brewster
Station Manager.....Martin B. Avery
Production Manager.....Sherwin Greenlaw
Chief Engineer.....Wilfred Ledoux

WFEA

MANCHESTER—EST. 1932

CBS—NEW ENGLAND

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....WFEA, Inc.
Business-Studio Address....286 Franklin St.
Phone Number.....Manchester 4656
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative....Katz Agency, Kettell-Carter
Membership .....NAB, BMB
General Mgr.....Arthur Rothafel
Commercial Mgr.....Edward G. de St. Aubin
Promotion Mgr.....Bill Leahy
Chief Engineer.....Reginald Schow

WKBR

MANCHESTER—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Granite State Bcstg., Inc.
Business-Studio Address.....155 Front St.
Phone Number 9456
News Service .....UP
Transcription Service.....Standard, Capitol
Representative ...Walker Co., Bertha Bannan
Membership .....NAB
President.....W. J. Barkley
General Manager.....W. F. Rust, Jr.
Commercial Manager.....H. Scott Killgore
Sales Promotion Manager.....Ralph Gottlieb
Chief Announcer.....Paul Barnett
Chief Engineer.....Royston Phillips

WMUR

MANCHESTER—EST. 1941

ABC

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....The Radio Voice of New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number 2090
News Service .....AP
Transcription Service .....World
Representative.....Weed & Co.
Membership .....NAB, BMB
President-Owner.....Francis P. Murphy
General Manager.....Hervey Carter
Chief Engineer.....Vincent Chandler

WOTW

NASHUA—EST. 1945

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Business Address.....Lund Rd.
Phone Number 5000
News Service.....UP
President-General Mgr....Arthur A. Newcomb

WHEB

PORTSMOUTH—EST. 1932

MBS—YANKEE

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned By.....WHEB, Inc.
Operated By.....Hon. Charles M. Dale
Business Address....Lafayette Rd., P. O. Box No. 120
Phone Number 4080
Transmitter-Studio Location....Lafayette Rd., Portsmouth; Dover Studios, Franklin Sq.
Air Time..1 hr. after local sunrise-1 hr. after local sunset
News Service .....AP
Transcription Service.....Capitol, World
Representative.....The Walker Co., Bertha Bannan
Membership .....NAB, BMB
President.....Hon. Charles M. Dale
Vice President, General-Station Manager .....Bert Georges
Commercial Manager..William A. Dawson, Jr.
Sales Promotion Manager, Publicity Director .....Dallas P. Wyant
Program Director.....Winslow Bettinson
Production Manager, Chief Announcer .....William V. Bradley
Musical Director.....Laurence Shorey
Chief Engineer.....Paul G. Kindsay
Farm Editor.....Duane Young

WWNH (CP)

ROCHESTER

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Strafford Bcstg. Corp.
Business Address.....25 Maple St.

NEW JERSEY

Estimated Population 4,435,000—% Increase +6.6—Radio Homes 1,149,364
Farms with Radios 24,320—Stations in State 16

WMID

ATLANTIC CITY—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Mid-Atlantic Bcstg. Co.
Business-Studio Address.....Convention Hall
Phone Number.....Atlantic City 4-1340
Transmitter Location..Illinois & Absecon Blvd.
Air Time.....7 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....Earl M. Johnson
General-Commercial Mgr.....Edwin E. Kohn
Sales Promotion Manager.....Ed Dalton
Program Director, Production Manager .....Alan Owen
Publicity Director..... Alan Goff
Chief Engineer.....Quincy Knight

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....Radio Industries Bcst. Co.
Business Studio Address.....Charms Bldg.
Phone Number 2-2955; 2-8600
Transmitter Location.....West Bangs Ave., Neptune, N. J.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager.....Walter L. Reid
Program Director.....Vera N. Scholes
Production Manager, Chief Announcer .....Robert Scott
Musical Librarian.....Jessalyn Jones
Chief Engineer.....M. G. Porter

Double Barrelled Salesmen

LOU STEELE'S Club "93"

High-brow, low-brow, middle-o'-the-road, all the platters are smartly rolled into one solid program — the "Club 93" show presented by Lou Steele.

TIME:—
2:35 P.M. to 4:30 P.M.

AVAILABILITY:—
Upon request

PRICE:—
Upon request

If your product needs a shot in the arm, you'd do well to set your sights on Ed Ladd and Lou Steele, two disc jockeys who have been aiming for and reaching an ever-expand- "buying" audience.

ED LADD'S Hi Neighbor Show

For two hours each day Ed Ladd welcomes all his neighbors in North Jersey with American folk music, hillbilly songs, homespun philosophy.

TIME:—
7:35 A.M. to 9:00 A.M.
and
11:00 A.M. to 12:00 N.

AVAILABILITY:—
Upon request

PRICE:—
Upon request

WPAT

ON YOUR DIAL AT

93

PATERSON NEW JERSEY

If you're angling for North Jersey...

WNJR

IS PROGRAMMED
EXCLUSIVELY FOR THIS
PROFITABLE MARKET

5000 WATTS

the radio station of the
Newark News

Otis P. Williams, Gen. Mgr.

Studio and Business Office
91-93 Halsey Street
Newark, New Jersey
Phone—MArket 3-2700

New York Office
509 Fifth Avenue
Phone—Vanderbilt 6-0890

WBAB
ATLANTIC CITY—EST. 1941
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Press-Union Publishing
Business Address.....1900 Atlantic Ave.
Phone Number 5-1111
Transmitter-Studio Location..Absecon Blvd. & Beach Thorofare
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Albert J. Feyl
General-Station-Commercial-Sales Promotion Manager.....Monroe L. Mendelsohn
Program Director, Chief Announcer .....Ralph Shoemaker
Chief Engineer.....Earle Godfrey

WFPG
ATLANTIC CITY—EST. 1940
ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business-Studio Address.....Steel Pier
Phone Number 5-2188
Transmitter Location.....Steel Pier, Virginia Ave. & Boardwalk
Air Time.....7 a.m.-1:30 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....J. H. McGillvra
Membership .....NAB, BMB
President.....John J. Laux
General-Station-Commercial Manager.....Irving F. Teetsell
Program Director.....Earl Keyes
Production Manager.....Norman Brooks
Publicity Director, Chief Engineer.....Blair K. Thron
Local News Editor.....Sheldon Gross

WSNJ
BRIDGETON—EST. 1937
KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Eastern States Bcstg.
Business-Studio Address.....Bridgeton, N. J.
Phone Number.....Bridgeton 1600
Transmitter Location.....Bridgeton, N. J.
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Thos. Clark Co.
President .....Senator Elmer Wene
General-Station Manager.....Paul Alger
Sales Manager.....Jerry Alden
Program Director.....Robert Crager
Chief Announcer, Farm Editor..Charles Murray
Chief Engineer.....Francis Fekel

WCAM
CAMDEN—EST. 1924

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Address.....City Hall

CALL LETTERS TO BE ASSIGNED
(CP)
MORRISTOWN

Frequency: 1250 Kc.....Power: 500 Watts d.
Co-Partnership.....Kenneth A.; George S., James R. and Alice S. Croy

WAAT
NEWARK—EST. 1920

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Bremer Bcstg. Corp.
Business Address.....11 Hill St.
Phone Number..Mitchell 2-6400; Rector 2-5878
Studio Address.....15 Hill St.
Transmitter Location.....Kearny, N. J.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service.....World, Associated
Membership .....NAB
President, General-Station Manager.....Irving R. Rosenhaus
National Sales.....Victor A. Bennett
Local Sales.....A. B. Schillin
Sales Promotion Manager.....Jack Moore
Program Director.....Robert Macdougall
Production Manager.....George Green
Publicity Director.....Roland Trenchard
Musical Director.....Archie Miller
Chief Engineer.....Frank V. Breme:

WNJR
NEWARK—EST. 1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned By.....Evening News Publishing Co.
Operated By.....North Jersey Radio, Inc.
Business-Studio Address.....91-93 Halsey St.
Phone Number.....Market 3-2700
Transmitter Location.....Union, N. J.
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service.....World, Capitol
President.....Edward W. Scudder, Jr.
General-Station-Commercial Manager.....Otis P. Williams
Sales Promotion Manager, Publicity Director .....James Ryall
Program Director, Production Manager .....Paul Munroe
Musical Director.....Leo Freudberg
Chief Engineer.....Peter Testan
Farm Editor.....Wilhelm Peigelbeck

WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned By.....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Transmitter Location.....Washington St.
Air Time.....7 a.m.-12 M.
Owner-Chief Executive, General Manager .....James L. Shearer
Commercial Manager.....Clarence Talisman
Program Director.....Frances E. Serchak
Chief Engineer.....Herman G. Foster

WVNJ (CP)

NEWARK

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Business Address.....744 Broad St.

WCTC

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....New Brunswick 2-9020
Transmitter Location.....Highland Pk., N. J.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Associated, World
Membership .....NAB, BMB
President, General Manager..James L. Howe
Commercial Manager.....Ed Derryberry
Sales Promotion Manager....Frank Weingart
Chief Engineer.....Robert L. Williams

WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By..North Jersey Bcstg. Co., Inc.
Business-Studio Address.....7 Church St.
Phone Number..Armory 4-3400; Pennsylvania 6-2945
Transmitter Location.....Clifton, N. J.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Donald Cooke, Inc.
Membership .....NAB
President .....James V. Cosman
Vice President, General-Station Manager .....Sidney J. Flamm
Commercial Director.....H. Fields
Program Director, Production Mgr...Ted Webbe
Publicity Director.....David T. Golden
Vice President in Chg. Engineering.....Earl F. Lucas

(See Page 507)

WTNJ

TRENTON—EST. 1922

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....WOAX, Inc.
Address.....416 Bellevue Avenue
Phone Number.....8149
Transmitter Location: Lincoln Point, Morrisville, Pa.
Vice-President-General Manager....F. J. Wolff

WTTM

TRENTON—EST. 1942

NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Trent Bcst. Corp.
Business-Studio Address....35 West State St.
Phone Number.....Trenton 2-7127
Transmitter Location..Yardley, Bucks County, Pa.
News Service .....UP
Transcription Service .....Thesaurus
Representative....Joseph Hershey McGillvra
Membership .....NAB
President.....Honorable Elmer H. Wene
General Manager.....Paul Alger
Asst. Manager.....James P. O'Brien
Sales Counsel.....F. A. Wellman
Promotion Manager.....Ed Brown
Program Director.....Miss Dean Andrews
Public Relations.....Arthur Scholz
Chief Engineer.....Theodore Kilmer

WWBZ

VINELAND—EST. 1946

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Community Bcstg. Service, Inc.
Business-Studio Address.....633 Wood St.
Phone Number 1360
Transmitter Location.....Brotmanville, N. J.
Air Time.....Local sunrise-local sunset
News Service .....AP, UP
Transcription Service.....World, Lang-Worth
President.....Joseph M. Bullock
Exec. V.P., General-Station-Commercial- Sales Promotion Manager.....A. Harry Zoog
Program-Musical Director, Farm Editor .....J. Paul Hunsberger
Production Manager, Publicity Director.....Dorothy H. Carlson
Chief Engineer.....T. D. Hobart

NEW MEXICO

Estimated Population 550,000—% Increase +3.4—Radio Homes 98,357
Farms with Radios 15,819—Stations in State 20

KYLE (CP)

ALAMOGARDO

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Intermountain Bcstg. Co.
Business Address.....Box 438, Albuquerque, N. Mex.
President-General Manager.....S. V. Patrick
Asst. to President.....R. L. Odson
Chief Engineer.....William H. Carmen

KGGM

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....New Mexico Broadcasting Co.
Address.....Kimo Bldg.
Phone Number.....4543
Studio Address.....Kimo Theater Bldg.
Transmitter Location.....On So. 2nd St., 4 miles So. from the center of tewn.
Air Time.....19½ hours daily
News Service.....UP, AP
Transcription Service.....World, Standard
Representative .....Taylor-Howe-Snowden
Membership .....BMB
President-Station Mgr.....A. R. Hebenstreit
Vice President.....S. P. Vidal
Commercial Manager.....Jack Skillen
Program Director.....Robert Van Driel
Chief Engineer.....Leonard F. Dodds
Traffic Manager.....Virgie Abeyta

KOAT

ALBUQUERQUE—EST. 1946

ABC—ZIA

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rio Grande Bcstg. Co., Inc.
Business Address.....P. O. Box 1419
Phone Number 3-2247
Studio Address.....122 S. Tulane
Transmitter Location.....2000 W. Indian School Rd.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Associated, Capitol
Membership .....NAB, BMB
President.....A. E. Buck
V.P., General-Station Mgr.....Merle H. Tucker
Commercial Manager.....Karl J. Lambertz
Program Director.....James Church
Chief Announcer.....John L. Hartig
Chief Engineer.....Lewis W. Hake, Jr.

KVER

ALBUQUEQUE—EST. 1947

MBS—GREAT WEST NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Intermountain Bcstg. Co.
Business-Studio Address..P. O. Box 1388, 317 North Broadway
Phone Number 3-1744
Transmitter Location.....Perea Rd.
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Donald Cooke
Membership .....NAB, BMB
President, General Manager....S. V. Patrick
Assistant to President.....R. L. Odson
Commercial Manager.....R. G. Baird
Program Director.....Robert Odson
National Sales.....J. J. Donnelly
Traffic Manager.....Rebecca Peterson
Chief Announcer.....Robert Lee
Chief Engineer.....W. H. Carmen
Farm Editor.....Walter Cook

KVER

the key to

ALBUQUERQUE

Mutual Broadcasting System affiliate

Represented nationally by

Donald Cooke, Inc.

owned and operated by the

INTERMOUNTAIN BROADCASTING CO., INC.

317 North Broadway
Albuquerque New Mexico

KOB
ALBUQUERQUE—EST. 1920
NBC—MBS

Frequency: 770 Kc.....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Operated By..Albuquerque Bcstg. Co.
Business-Studio Address..Fifth & West Silver
Phone Number 4411
Transmitter Location.....Alameda, N. M.
Air Time.....18 hrs. daily
News Service.....AP, INS
Transcription Service .....Thesaurus
Representative.....Free & Peters
Owner, General Manager....T. M. Pepperday
Station Manager.....Roger M. Baker
Acting Program Director.....Rolf S. Nielsen
Publicity Director.....Martha Summers
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

KSVP
ARTESIA—EST. 1946
GREAT WEST

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Intermountain Bcstg. Co.
Business-Studio Address.....511 Main St.
Phone Number 650
Transmitter Location.....South Roselawn
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Donald Cooke
Membership .....NAB
President, General Manager....S. V. Patrick
Station Manager.....Burney Jones
Commercial Manager.....Wayne Griffin
Program Director, Chief Announcer .....Bill Angel
Chief Engineer.....Burney Jones

KAVE
CARLSBAD—EST. 1936
CBS—SOUTHWEST NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Carlsbad Bcstg. Corp.
Business-Studio Address..800 South Canal St.
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Howe Snowden
President .....Val Lawrence
General Manager.....Norman R. Loose
Commercial Manager.....C. Gail Boles
Sales Promotion Manager....Ethelbert Zachry
Program Director.....Alexander Pitcaithley
Publicity Director.....Charles Wells
Chief Engineer.....Wm. Sene

KICA
CLOVIS—EST. 1931
MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Hugh DeWitt Landis and Ross B. McAlister
Address .....6th & Pile St.
Phone Number.....3
Transmitter Location .....Clovis
Air Time.....Full Time
News Service .....UP, AP
Transcription Service.....MacGregor
President.....Hugh DeWitt Landis
Commercial Manager.....Don Boles
Chief Engineer.....Vernon Hughes

KGAK
GALLUP—EST. 1945
ABC—ZIA

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Gallup Bcstg. Co.
Business Address.....Box 1150
Phone Number 726
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service.....Associated, World
Representative .....Homer Griffith
Membership .....NAB, BMB
President .....Al Buck
General Manager.....Merle H. Tucker
Program Director.....Marie de Ville
Chief Announcer.....Jack Ingram
Chief Engineer.....John C. Joanides

KWEW
HOBBS—EST. 1938
MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By .....W. E. Whitmore
Address .....Harden Hotel

KCHS
HOT SPRINGS—EST. 1946
KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Sierra Bcstg. Service
Operated By..Leonard R. Trainer; Reginald H. Shirk
Business-Studio Address.....401 Broadway
Phone Number 161
Transmitter Location.....Yucca Heights
News Service .....UP
Transcription Service.....Standard, Cole, Keystone
Membership .....NAB
Partners....Leonard R. Trainer; Reginald H. Shirk
General Manager.....Leonard R. Trainer
Chief Engineer.....Reginald H. Shirk

KOBE
LAS CRUCES—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Messilla Valley Bcstg. Co., Inc.
Buisness Address.....P. O. Box 832
News Service .....AP
Transcription Service .....World
General-Commercial Mgr.....Frank E. Cooke

KFUN
LAS VEGAS—EST. 1941

ABC—ZIA

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcstrs., Inc.
Business Address.....P. O. Box 710
Air Time....6 a.m.-12 M.; 7a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service..Standard, World, Cole
Membership .....NAB, BMB
President, General Manager....E. N. Thwaites
Commercial Manager.....Ken Randolph
Chief Engineer.....A. F. Schultz

KRTN (CP)
RATON

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcstrs., Inc.
Business Address...Box 710, Las Vegas, Nev.

KGFL
ROSWELL—EST. 1927

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL Inc.
Business-Studio Address....310 N. Richardson
Phone Number 2000
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Membership .....NAB
General Manager.....W. E. Whitmore
Commercial Manager.....George F. Roberts

KSWS
ROSWELL—EST. 1947

President-General Manager....E. N. Thwaites
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
News Service.....AP
Transcription Service.....Capitol, Thesaurus
President.....Paul B. McEvoy
Vice President-General Mgr...John A. McBoyle
Chief Engineer.....Ray R. Summersgill

KTRC
SANTA FE—EST. 1946

ABC—ZIA

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....New Mexico Publishing Co.
Business-Studio Address....Radio Plaza, 208 East Marcy St.
Phone Number 3003
News Service .....UP
Membership .....NAB
President.....Frank C. Rand, Jr.
General Mgr.....Charles R. Baker
Chief Engineer.....Milton Woodward

KVSF
SANTA FE—EST. 1936

CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By..New Mexico Bcstg. Co.
Business-Studio Address....759 Cerrillos Rd.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World, Associated
Representative .....Taylor-Howe-Snowden
Membership .....BMB
President .....A. R. Hebenstreit
General Mgr.....Ivan H. Head
Sales Promotion.....Robert Wistrand
Program Director.....Miss Ann Clark
Chief Announcer.....Richard Herriott
Chief Engineer.....N. L. Keys

KSIL
SILVER CITY—EST. 1946

CBS—SWN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Dorrance D. Roderick
Business-Studio Address.....17th & Cactus
Phone Number 611-2
Transmitter Location...17th & Cactus, Box 590
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President-Owner.....Dorrance D. Roderick
General-Station Manager.....Carl Dunbar
Commercial Manager.....Harold T. Welsh
Chief Engineer.....Gladman W. Upchurch

KTNM
TUCUMCARI—EST. 1941

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....The McMa Agency
Operated By.....Grady Maples
Phone Number 100; 69
Transmitter Location..Just outside East City
Air Time.....6 a.m.-10:30 p.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Partners.....Grady Maples, R. B. McAllister, Pryde E. Hale
Co-Owner, Manager.....Grady Maples
Commercial Manager.....J. Paul Aley
Chief Engineer.....Jack W. Todd

WOR

—heard by the most people where the most people are★

★WOR is heard regularly by 34,057,161 people, 1/4 of the nation, in 430 counties in 18 states.

WOR will be glad to send you copies of its official daytime and nighttime BMB audience maps—and other pertinent data—which more than amply support the startling statements made above.

mutual

NEW YORK

Estimated Population 14,092,000—% Increase +4.5—Radio Homes 3,737,443
Farms with Radios 131,783—Stations in State 87

WABY

ALBANY—EST. 1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Adirondack Bcstg. Co.
Business-Studio Address.....Strand Bldg.
Phone Number 4-4193
Transmitter Location....Braintree St., Colonie
Air Time....7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service .....UP
Transcription Service....Standard, Thesaurus
Representative .....J. P. McKinney
Membership .....NAB
General Manager.....Russell B. Wilde
Commercial Manager.....Charles Bell, Jr.
Program Director.....Ned Trudeau
Publicity Director.....Joe Nolan
Musical Director.....Ned Trudeau
Chief Engineer.....James H. Corey

WOKO

ALBANY—EST. 1924

ABC

Frequency: 140 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Governor Dongan Bcstg. Corp.
Address .....100 State St.
President-General Mgr.....Col. Jim Healey

WPTR (CP)

ALBANY

Frequency: 1540 Kc.....Power: 10,000 Watts
Owned-Operated By....Patroon Bcstg. Co., Inc.
Business Address.....1 Elk St.

WROW

ALBANY—EST. 1947

MBS

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Hudson Valley Bcstg.
Business-Studio Address.....112 State St.
Phone Number 3-2225-6-7
Transmitter Location.....Glenmont, N. Y.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President, General Mgr.....Harry L. Goldman
Commercial Manager.....W. Stanley Roberts
Sales Promotion Manager..A. Edward Walker
Program Director.....John Lee
Musical Director.....Richard Hartigan
Chief Engineer.....Charles R. Heisler

WRWR

ALBANY—EST. 1948

ABC

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Operated By..Champlain Valley Bcstg.
Business Address.....First Trust Bldg.
Phone Number.....6-7676
President-Owner.....Stephen R. Rintoul
General Manager.....Harold H. Meyer
Chief Engineer.....Arthur Schoenfuss

WCSS (CP)

AMSTERDAM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Community Service Bcstg. Corp.
Business Address.....119 Stewart St.
Representative .....Katz

WMBO

AUBURN—EST. 1926

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone Number 433
Transmitter Location.....Corner of York & Division Sts.
Air Time..7 a.m.-11:30 p.m.; 8:30 a.m.-11:15
News Service .....AP
Transcription Service.....Thesaurus, SESAC
Representative.....Thomas F. Clark Co.
Membership .....NAB, BMB
President .....William O. Dapping
General-Station-Commercial Manager .....Frederick L. Keesee
Sales Promotion Manager....Robert B. Morgan
Program Director.....Kathleen Crouch
Chief Announcer.....A. John Hefner
Chief Engineer.....Herbert House
Farm Editor.....A. John Hefner

WBTA

BATAVIA—EST. 1941

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Batavia Bcstg. Corp.
Business-Studio Address.....90 Main St.
Phone Number.....715, 716, 2100
Transmitter Location.....Little Creek Rd.
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Capitol
Representative.....Helen Wood, Colton

IN
UPSTATE
NEW YORK
IT'S

WKBW

Buffalo's most powerful Station

FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

REPRESENTED NATIONALLY BY

AVERY—KNODEL
INC.

Membership .....NAB, FMA
Chief Executives..Joseph M. Ryan, Edward P. Atwater, Edmund R. Gamble
General-Station Mgr.....Edmund R. Gamble
Commercial Manager.....Robert E. Newstead
Production Manager.....J. Gordon Bridge
Chief Announcer.....Bernie Sandler
Chief Engineer.....Alfred E. Callander
Farm Editor.....James H. Gerrety

WINR

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Tier Radio Service, Inc.
Business-Studio Address..Court House Square
Phone Number 4-4318
Transmitter Location.....Stokes Ave.
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB
President .....Donald Kramer
General Manager.....C. A. Bengtson
Sales Manager.....H. R. Nicholson
Program Director.....Charles Bishara
Chief Engineer.....A. A. Kelley

WKOP

BINGHAMTON—EST. 1947

MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone Number 2-3437
Transmitter Location.....Morgan Rd., Carman Hill
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
President, General-Station Manager .....Andrew Jarema
Commercial-Sales Promotion Manager, Program-Publicity Director.....Robert R. Keefe
Production Manager, Chief Announcer, Farm Editor .....Wallace Buman
Chief Engineer.....Charles Hallinan

WNBF

BINGHAMTON—EST. 1927

CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business-Studio Address.....P. O. Box 48
Phone Number 2-3461
Transmitter Location.....Ingraham Hill
Air Time...6 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....George Bolling
Membership .....NAB, BMB
President .....John C. Clark
General-Station Manager.....Cecil D. Mastin
Commercial Manager.....Stanley N. Heslop
Sales Promotion.....E. Ray McCloskey
Chief Engineer.....L. H. Stantz
Farm Editor.....Ray Whitlock

WBEN

BUFFALO—EST. 1930

NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Buffalo Evening News
Operated By.....WBEN, Inc.
Business-Studio Address.....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island, N. Y.
Air Time..6 a.m.-1 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service....Etandard, Thesaurus
Representative .....Edward Petry
Membership .....NAB, BMB
President.....Edward H. Butler
Vice President, General Manager.....Alfred H. Kirchhofer
Station Manager.....C. Robert Thompson
Commercial Manager.....Frank W. Kelly
Publicity Director.....Joseph Haeffner
Musical Director.....Max Miller
Chief Engineer.....Ralph J. Kingsley

WKBW

BUFFALO—EST. 1925

ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By....Bcstg. Foundation Inc.
Business-Studio Address.....Rand Bldg.
Phone Number.....MOhawk 8840
Transmitter Location..R. D. No. 5, Hamburg, N. Y.
Air Time..5 a.m.-1:30 a.m., Mon.-Fri.; 5 a.m.-3 a.m., Sat.; 7 a.m.-1:30 a.m., Sun.
News Service.....AP, UP
Transcription Service.....World, SESAC
Representative .....Avery-Knodel
Membership .....NAB
President.....Dr. Clinton H. Churchill
V.P.-General Mgr.....Arthur Simon
Program Director.....Paul Martin
Production Manager.....Lee Randon
Publicity Director.....Mrs. Lillian Kirk
Chief Announcer.....Jack Gelzer
Musical Director.....Bobby Nicholson
Chief Engineer.....Leroy Fiedler

WBNY
BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Madison 4000
Transmitter Location.....154 E. Eagle St.
Air Time.....7 a.m.-12 M.; 7 a.m.-2 a.m., Sat.
News Service.....AP, INS, UP
Transcription Service..Associated, Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....NAB
President-Owner, General-Station Manager.....Roy L. Albertson
Commercial Manager.....Virginia C. Fyda
Sales Promotion Manager..Robert A. Wallace
Program Director.....Carl J. Spavento
Musical Director.....Arthur J. Crosson
Chief Engineer.....Thomas L. Vines

WEBR
BUFFALO—EST. 1924
MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WEBR, Inc.
Business-Studio Address.....23 North St.
Phone Number.....LIncoln 7133
Transmitter Location.....Cloverbank Rd., Hamburg, N. Y.
Air Time....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, INS
Transcription Service....Standard, Lang-Worth
Representative .....Weed
Membership .....NAB, BMB
General-Station Manager.....Cy King
Commercial Manager.....William Doerr, Jr.
Program Director.....Clare Allen
Production Manager.....Robert Dambach
Publicity Director.....William Schweitzer
Chief Announcer.....John Boothby
Musical Director.....Wallace McManus
Chief Engineer.....Frank Ridgeway

WGR
BUFFALO—EST. 1922
CBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address....1800 Rand Bldg.
Phone Number.....Washington 3100
Transmitter Location.....Hamburg, N. Y.
Air Time.....5:30 a.m.-1:30 a.m.
News Service .....UP
Transcription Service .....SESAC
Representative.....Free & Peters
Membership .....NAB
Chairman of Board.....Leo J. Fitzpatrick
President, General-Station Manager .....I. R. Lounsberry
Local .....Nat Cohen
National Spot.....F. R. Greene
Sales Promotion Manager..Roswell McPherson
Program Director, Production Manager .....Robert Strigl
Publicity Director.....Fred L. Lounsberry
Chief Announcer.....Allan Lewis
Musical Director.....David Cheskin
Chief Engineer.....K. B. Hoffman
Farm Editor.....Donald B. Huckle

WCSR (CP)
COBLESKILL

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated By..Schoharie County Community Service Bcstg. Corp.
Business Address.....44 Main St.

WKRT
CORTLAND—EST. 1947

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cortland Bcstg. Co.
Business Address.....14 Groton Ave.
Phone Number.....2707
News Service.....UP
Transcription Service.....McGillvra
Representative .....Associated
President-General Manager.....Gerald Mayer
Commercial-Promotion Manager...Ernst Greup
Program Director.....Wililam Hall
Production Director.....Elizabeth Sweetland
Chief Engineer.....Herbert Pascalar

WELM
ELMIRA—EST. 1947
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. R. Meachem
Business-Studio Address....222 E. Market St.
Phone Number .....21400 & 28378
Transmitter Location..Grand Central Ave. & Sheridan
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Walker
Membership .....NAB, BMB
President-Owner.....J. R. Meachem
Publicity Director.....Claude R. Snyder, Jr.
Program Director.....Preston L. Taplin
Farm Editor.....Gordon M. Ridenour

WENY
ELMIRA—EST. 1939
NBC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Business-Studio Address....Mark Twain Hotel
Phone Number 5181
Transmitter Location.....Lower Maple Ave.

Air Time....6:30 a.m.-1 a.m.; 7:55 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....J. P. McKinney
Membership .....NAB, BMB
President.....Frank E. Gannett
General Manager.....Dale Taylor
Commercial Manager.....Ernest F. Oliver
Program Director.....Ted Hodge
Musical Director.....Harry Springer
Chief Engineer.....Thurlow A. Greene
Farm Editor.....Bernard C. Hargreaves

WENE

ENDICOTT—EST. 1947

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Empire Newspapers-Radio, Inc.
Business-Studio Address.....Radio Center
Phone Number 3200
Transmitter Location..Pierce Hill, Vestal, N. Y.
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Capitol, Thesaurus
Representative .....Walker
Membership .....NAB
President .....James H. Ottaway
General Manager.....Byron E. French
Asst. Manager-Director.....Stephen W. Ryder
Commercial Manager....William C. Lundquest
Program Director.....Harold Graves
Chief Engineer.....J. Harold Merchant

WGBB

FREEPORT—EST. 1924

KBS

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address..44 South Grove St.
Phone Number.....Freeport 9-2418
Transmitter Location.....215 Bedell St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
President-Owner.....Harry H. Carman
Program Director.....A. Cheesman
Publicity Director.....R. Stirrat
Musical Director.....Shirley Waaser
Chief Engineer.....Robert Milos

WGVA

GENEVA—EST. 1947

MBS

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Business-Studio Address.....Geneva Federal Savings Bldg.
Phone Number 2009
Transmitter Location.....Lenox Park
Air Time.....6:25 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President .....M. R. Forman
Vice President, General Manager.....Thomas L. Brown
Sales Manager.....Lloyd B. Gibson
Program Director.....Robert S. Kieve
Chief Engineer.....R. Carleton Greene
Farm Editor.....Joseph Michaels

WGLN

GLENS FALLS—EST. 1947

ABC

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By....Glens Falls Publicity Corp.
Business-Studio Address.....13 Warren St.
Phone Number 2-1230, 2-1179
Transmitter Location.....Dix Ave.
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....J. P. McKinney
Membership .....NAB, BMB
General-Production Mgr.....Carl Mattison
Commercial-Sales Promotion Mgr...E. M. Frink
Program Director.....Richard P. Weld
Chief Engineer.....Earl Pace
Farm Editor.....Dick Weld

WWSC

GLENS FALLS—EST. 1946

MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Great Northern Radio, Inc.
Business-Studio Address.....11 South St.
Phone Number 2-6518
Transmitter Location.....Pruyns Island
Air Time..6:15 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President,General Manager.....Martin Karig
Station Manager.....Robert Dye
Commercial Manager.....J. H. Bennett
Program Director.....Robert Gifford
Publicity Director.....Kent E. Jones
Chief Announcer, Musical Director.....James D. Sowdon
Acting Chief Engineer.....Joseph Thomas
Farm Editor.....Bert Robinson

THE
LONG ISLAND
STORY

WHLI delivers **more listeners per dollar** in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 **HOOPER** "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

• • NEW YORK • •

WENT

GLOVERSVILLE—EST. 1944

CBS, MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number 4900-1
Transmitter Location.....Harrison St.
Air Time.....6:58 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Adam J. Young
Membership .....NAB, BMB
President-Owner .....George Bissell
General Manager.....Dale Robertson
Program Director.....Geo. Malcolm Weaver
Publicity Director.....Dale Robertson
Chief Engineer.....DeWaine Rauer

WHLI

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Operated By.....FM Bcstg. Corp.
Business Studio Address.....245 Baldwin Rd.
Phone Number..Hempstead 7897; N. Y. City: VIgilant 4-0707
Transmitter Location.....470 Millburn Ave.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Associated, World
V.P.-General Manager.....Paul Godofsky
Public Affairs Director.....Clifford Evans
Sales Director.....Joseph A. Lenn
Vice President, Sales.....Joseph A. Lenn
Program Director.....Roger Wayne
Musical Director.....Eddy Brown
Chief Engineer.....Frank Knaack
Farm Editor.....Jerry Carr

WHUC

HUDSON—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Colgren Bcstg. Co.
Business Address.....Union Turnpike
Phone Number.....1167
News Service.....UP
Transcription Service.....Capitol, World
Partners.....Robert P. Strakos, John F. Kearney
General Manager.....John F. Kearney
Commercial Manager.....Robert P. Strakos
Program Director.....Paul Baron
Chief Engineer.....Michael Tackach

WHCU

ITHACA—EST. 1921

CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address..Ithaca Savings Bank Bldg.; Cornell Countryman Bldg.; Cornell Campus
Phone Number 3438
Transmitter Location...Kline Rd., Forest Home
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Kettell-Carter
Membership .....NAB, BMB
General Manager.....Michael R. Hanna
Assistant to the Mgr.....Samuel M. Woodside
Sales Manager.....Earl S. Cobey
Program Director, Production Manager.....Joseph A. Short
Publicity Director.....Theodore T. Howes
Chief Announcer, Musical Director .....John H. Deal
Chief Engineer.....True McLean
Farm Editor.....Louis W. Kaiser

Worth Listening To—Worth Selling Thru

- 60,000 families in 13 N. Y.-Pa. counties listen to this Peabody-cited station.
- 68 weekly newspapers work with and through WHCU for community betterment.
- 168 advertisers (134 local) sell on WHCU; 94% renew contracts regularly.
- 64 sponsors have 5-year stripes; 30 have begun their 4th year of continuous advertising on WHCU.

A DISTINCTIVE, EFFECTIVE STATION SERVING A LOYAL AUDIENCE—that's

WHCU

AM-870 kc FM-97.3 mc
ITHACA, N. Y. CBS BMB

WJOC

JAMESTOWN—EST. 1947

Frequency: 1470 Kc.....Power 1000 Watts d.
Owned-Operated By.....Airwaves, Inc.
Business Address.....415 W. 4th St.
Phone Number.....5-108
News Service.....AP
Transcription Service.....Capitol
General-Commercial Mgr.....Harry E. Layman
Program Director.....John R. Thomas
Chief Engineer.....Robert L. Blalock

WJTN

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Business-Studio Address.....Hotel Jamestown Bldg.
Phone Number 7-151
Transmitter Location....Jones & Gifford Aves.
Air Time..6 a.m.-12:30 a.m.; 7 a.m.-12:30 a.m., Sun.
News Service .....UP
Transcription Service.....Standard, World
Representative.....William G. Rambeau
Membership .....NAB, BMB
President.....Jay E. Mason
Vice President, General-Station-Commercial-Sales Promotion Manager..Simon Goldman
Program Manager.....Jay E. Mason
Production Manager.....J. Ralph Carlson
Publicity Director.....Ray Finch
Chief Announcer.....Jack Ogilvie
Musical Director.....George C. Pfleeger
Chief Engineer.....Harold J. Kratzert
Farm Editor.....William Winn

WNYB

KENMORE—EST. 1948

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By..Edwin R. Sanders and Theddeus Podbielniak
Business Address.....Kenmore, N. Y.
News Service.....AP
Transcription Service.....Associated
General Manager.....Thaddeus Podbielniak
Chief Engineer.....Edwin R. Sanders

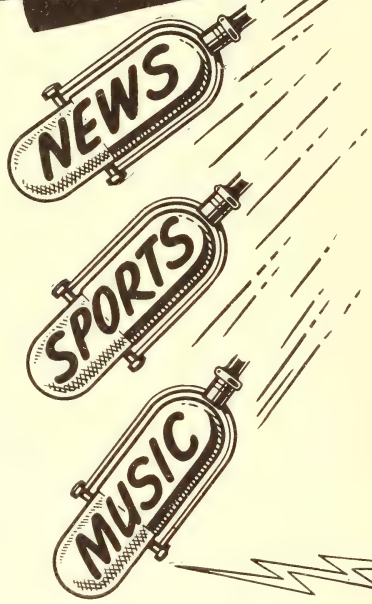
WKNY

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone Number.....Kingston 4500
Transmitter Location.....Plainfield St., Ulster Township

STRATEGICALLY SPEAKING...



. . . Hitting the greatest buying market target with results at low cost time rates. Write, call or phone MElrose 5-0333 for rates and data pertaining to English and Foreign language audiences.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

260 E. 161 ST. NEW YORK 51, N. Y.

News Service ..... UP
Transcription Service ..... Thesaurus
Representative.... Joseph Hershey McGillvra
President..... John J. Laux
General-Station Manager..... Lou Steketee
Chief Engineer..... Herbert Inman
Farm Editor..... Hal Hornbeek

WWOL

LACKAWANNA—EST. 1947

Frequency: 1120 Kc..... Power: 1000 Watts d.
Owned By..... Greater Erie Bcstg. Co.
Operated By..... Leon Wyszatycki
Business-Studio Address..... 692 Ridge Rd.
Phone Number..... Woodlawn 8200
Air Time..... Local sunrise-local sunset
News Service ..... UP
Transcription Service ..... Standard
President, General Manager.. Leon Wyszatycki
Station Manager..... Stanley Jasinski
Commercial Manager.... Benno Rosenheimmer
Chief Engineer..... Howard A. Seyse

WVOS

LIBERTY—EST. 1947

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By.. Sullivan County Bcstg. Co.
Business Address..... Liberty, N. Y.
Phone Number..... 1680
News Service..... UP
Transcription Service..... Associated
President..... David A. Kyle
General-Commercial Mgr..... Art Cooper
Chief Engineer..... Bernard Bell

WICY

MALONE—EST. 1946

MBS—KBS

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By.... N. Country Bcstg. Co.
Business-Studio Address.... 65 Woodward St.
Phone Number..... 187 & 578
News Service ..... UP
Transcription Service ..... World
Membership ..... NAB
Production Manager..... Mitchell C. Tackley
Chief Engineer..... Bernard Reisdorf

WMSA

MASSENA—EST. 1945

ABC

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By..... The Brockway Co.
Business Address..... Central Bldg.
Phone Number 990
Studio-Transmitter Location..... S. Main St.
Air Time.... 6:30 a.m.-12:05 a.m., 8 a.m.-12:05
News Service ..... UP
Transcription Service..... Associated, SESAC
Representative ..... Weed
Membership ..... NAB, BMB
President..... Harold B. Johnson
General Manager..... Louis Saiff, Jr.
Station-Commercial Mgr... Thomas R. McHugh
Chief Engineer..... Michael Tarkulich

WALL

MIDDLETOWN—EST. 1942

MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Operated By.. Community Bcstg. Corp.
Business-Studio Address..... 14 South St.
Phone Number 3119
Air Time... 7 a.m.-11:15 p.m., 9 a.m.-11:15 p.m.
News Service ..... AP
Membership ..... NAB, BMB
President ..... John Morgan Davis
General Manager..... Martin N. Oebbecke
Commercial Manager..... Harold R. Meck

WGNY

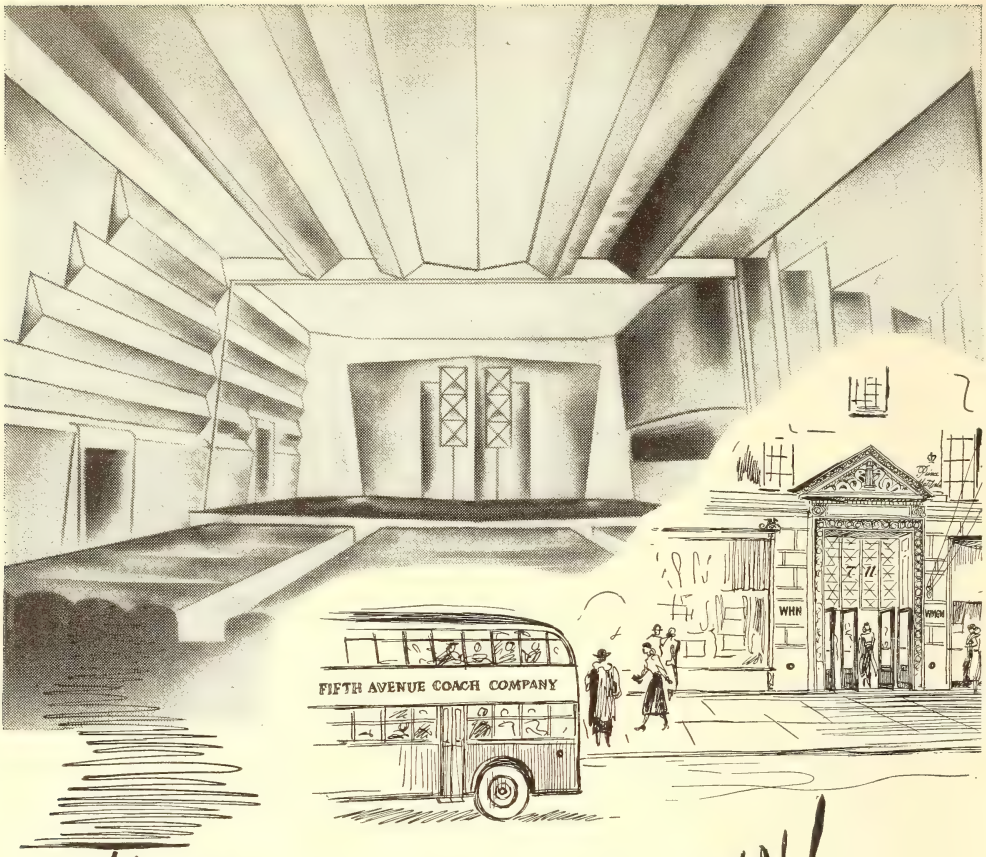
NEWBURGH—EST. 1934

Frequency: 1220 Kc..... Power: 1000 Watts
Owned-Operated By... WGNY Bcstg. Co., Inc.
Business-Studio Address..... 161 Broadway
Phone Number..... Newburgh 4600
Air Time..... 7:15 a.m.-local sunset
News Service ..... UP
Transcription Service ..... Standard
Membership ..... NAB, BMB
President..... Merritt C. Speidel
General Manager..... George W. Bingham
Commercial Manager..... Joseph W. Rake
Production Manager..... Edward J. Burns
Chief Engineer..... Marvin Seimes

WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts
Owned-Operated By... WBNX Bcstg. Co. Inc.
Business-Studio Address..... 260 E. 161st St.
Phone Number..... MElrose 5,0333
Transmitter Location..... Carlstadt, N. J.
Air Time..... ¾ time share with WAWZ
News Service ..... AP
Transcription Service..... Standard, SESAC
Representative..... Forjoe & Co.
Membership ..... NAB
President-Owner..... A. L. Haskell
General Manager, Vice Pres.... Wm. I. Moore
Program Director..... Frank Johnson
Production Manager..... Edward Ervin
Musical Director..... Fred Mendelsohn
Chief Engineer..... A. L. Solbrig



The NEW LOOK comes to WHN!

FIFTH AVENUE . . . Style Center of the world...WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere . . . from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the engineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated . . . for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement . . . luxurious sponsors' audition rooms . . . efficient program facilities ...modern offices streamlined for the utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs . . . better service to the public . . . greater audiences . . . a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL

WHN
and FM station WMGM
NEW YORK

WCBS

NEW YORK CITY—EST. 1924

CBS

Frequency: 880 Kc.....Power: 50000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business Address.....485 Madison Avenue
Phone Number.....WIckersham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E. 52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109 W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New Rochelle, N. Y.
Air Time.....20 hours daily
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated, Longworth
Representative.....Radio Sales
Membership.....NAB, BMB, FMA
President.....Frank Stanton
Chairman, Board of CBS.....William Paley
General Manager.....Arthur Hull Hayes
Sales Manager.....Don Miller
Adv. & Sales Promotion Mgr.....Jules Dundes
Asst. General Manager-Program Director.....G. Richard Swift
Publicity Director.....Michael Boscia
Asst. Program Dir.....D. Gordon Graham
Special Events.....Henry Unter Meyer
Asst. to Gen. Manager.....Milton Bacon
Production Manager.....William Elwell
Commercial Editor.....Don Ball
Chief Engineer.....Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks.)

5000 WATTS 1330 Kc
WEVD
ENGLISH · JEWISH · ITALIAN
For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .
because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.
A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.
Ask for "Who's Who on WEVD" . . . sent on request.
WEVD
117-119 West 46th St., New York, N. Y.

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By....Debs Memorial Radio Fund, Inc.
Business-Studio Address....117 W. 46th St.
Phone Number.....BRyant 9-2360
Transmitter Location....4701 Maspeth Ave., Maspeth, L. I.
Air Time.....Shares time
News Service .....AP
Chairman of Board.....Adolph Held
General-Station-Commercial Manager .....Henry Greenfield
Program-Publicity Director.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslavsky
Chief Engineer.....Charles Brown

WHN

NEW YORK—EST. 1022

Frequency: 1050 Kc.....Power: 50000 Watts
Owned-Operated By.....Marcus Loew Booking Agency
Address.....1540 Broadway
Phone Number.....BRyant 9-7800
Transmitter Location.....East Rutherford, N. J.
Air Time.....6 a.m. to 2 a.m.
News Service.....UP, AP
Transcription Service.....Associated
Director.....Herbert L. Pettey
General Manager.....Frank Roehrenbeck
Director of Sales.....Bertram Lebhar, Jr.
Sales Promotion-Merchandising Manager .....Robert G. Patt
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Chief Announcer.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling
Record MC's.....Ted Husing, Tedd Lawrence

WHEN YOU THINK OF FOREIGN LANGUAGE RADIO IN THE NEW YORK MARKET . . . . . .

YOU'LL NATURALLY CHOOSE

WHOM

THE ONLY FULL-TIME FOREIGN LANGUAGE STATION IN THE NEW YORK METROPOLITAN AREA . . .

OUTSTANDING PRODUCTIONS ATTRACTING PURCHASE-POWERFUL AUDIENCES SPEAKING

ITALIAN

POLISH — JEWISH — GERMAN

1480 ON YOUR DIAL

WHOM

"The Il Progresso Station"

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y. PLaza 3-4204

GENEROSO POPE, *President* FORTUNE POPE, *General Manager*

WHOM

NEW YORK—EST. 1928

Frequency: 1480 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Atlantic Bcstg. Co., Inc.
Business Address.....29 W. 57th St.
Phone Number.....PLaza 3-4204
Studio Address....30 Journal Square, Jersey City, N. J.
Transmitter Location.....Washington St.
Air Time....6 a.m.-5 a.m.; 6 a.m.-3 a.m., Sun.
News Service .....UP
Membership .....NAB
President .....Generoso Pope
General-Station Manager.....Fortune Pope
Asst. Manager, Production-Publicity Director .....Charles Baltin
Executive Sales Asst.....Ralph Nardella
Production Manager.....Ralph Costantino
Musical Director.....Giuseppe De Luca
Chief Engineer.....Paul Lee

WINS

NEW YORK—EST. 1928

Frequency: 1010 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....Crosley Bcstg. Corp.
Business-Studio Address.....28 W. 44th St.
Phone Number .....BR 9-6000
Transmitter Location.....Lyndhurst, N. J.
Air Time.....24 hrs. daily
News Service.....AP, INS, UP
President.....James D. Shouse
Vice President, General Manager .....Robert A. Dunville
Vice President, Station Mgr.....Eldon A. Park
Sales Manager.....Wilmot Losee
Sales Promotion Manager..Marion Annenberg
Program Director.....John Neal
Production Manager.....John Neal
Publicity Director.....Charles Oppenheim
Musical Director.....Irving Laundau
Chief Engineer.....Paul Von Kunitz

(See Page 12)

For the best in news quality . . .

AP

Membership!

wLIB A VITAL FORCE IN NEW YORK CITY'S MARKETING SYSTEM

• • •

FOR THE LISTENERS:
Music for their listening moods

FOR THE SPONSOR:
A loyal, responsive audience

wLIB's News Bureau — Winner of the N. Y. Newspaper Guild's First Citation for Radio Journalism

wLIB · 1190 on your dial

. . . MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackrey, President-Gen. Mgr. • Alex Leftwich, Sales Mgr.

207 EAST 30th STREET, NEW YORK 16, N. Y.

WJZ

NEW YORK—EST. 1921

ABC

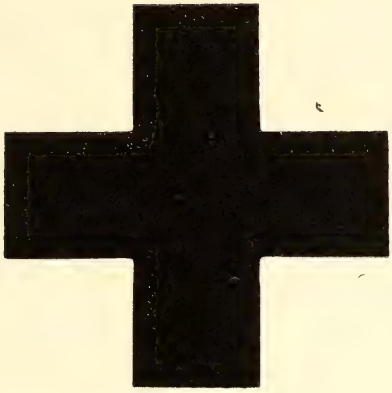
Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Operated By....American Bcstg. Co.
Business-Studio Address..30 Rockefeller Plaza
Phone Number.....Circle 7-5700
Transmitter Location.....Lodi, N. J.
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP, INS, UP
Representative .....ABC Spot Sales
Membership .....NAB, BMB
Station Manager.....Murray Grabhorn
Sales Manager.....Clarence L. Doty
Promotion Manager.....Walter B. Dunn
Program Director, Production
Manager .....John Hade
Publicity Director.....Earl Mullin
Farm Editor.....Philip Alampi

WLIB

NEW YORK—EST. 1942

Frequency: 1190 Kc...Power: 1000 W. d. only
Owned-Operated By.....WLIB, Inc.
Address.....207 E. 30th St.
Phone Number.....MUrray Hill 3-6903
Transmitter Location.....180 Morgan Ave.,
Brooklyn, N. Y.
Air Time.....Local sunrise-local sunset
Transcription Service.....Associated, SESAC
Representative.....Adam S. Young
President-Gen. Mgr.....Dorothy S. Thackrey
General-Sales Mgr.....Alex Leftwich
Publicity-Program Dir.....Sam Elfert
Chief Announcer.....Murray Jordan
Musical Director.....Charles Freed
Chief Engineer.....William Blacksher

The Red Cross Needs



Your Unstinting Assistance

GIVE!

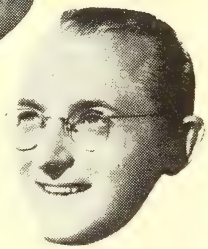
5 great showmen-salesmen make WMCA your first buy in New York!

BEA WAIN & ANDRÉ BARUCH
(as Mr. & Mrs. Music)

DUKE ELLINGTON

TOMMY DORSEY

TED STEELE



All star disc jockey shows entertaining and selling New Yorkers 57 hours weekly on 570. Participations available.

wmca

first on New York's dial

WMCA

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
Transmitter Location.....Kearney, N. J.
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service .....World
Representative .....Free & Peters
Membership .....BMB
President .....Nathan Straus
Secretary-Treasurer.....Herman M. Stein
Vice-President & General Mgr...Charles Stark
Asst. to Gen. Mgr.....Vincent Pote
Sales Promotion Manager....Howard Klarman
Commercial Program
Director .....Joseph Gottlieb
Vice-President, Director of News, Publicity & Special Events.....Leon Goldstein
Musical Director.....William Taylor
Chief Engineer.....Pierre Verseput
Director, Education & Children's Programs.....Mrs. Helen Sachs Straus

WNBC

NEW YORK—EST. 1922

NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location..Port Washington, L. I., New York
Air Time..6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President .....Niles Trammell
General Manager.....James M. Gaines
Asst. Manager.....Thomas B. McFadden
Sales Manager.....Donald Norman
Adv. Promotion Manager.....B. H. Vaill
Promotion Manager.....de Lancey Provost
Production Manager.....Clay Daniel
Publicity Director.....Murry Harris
Chief Engineer.....F. A. Wankel
Farm Director.....Tom Page

For Prestige..

Be able to tell listeners that your station is a member of

AP

Radio members of The AP don't buy news! They share the news of the largest news-gathering organization in the world on a *cost* basis.

'How Friendly Can You Get?' WNEW's Industry Soundoff

Bernice Judis, who has parlayed her WNEW (N.Y.) management into one of the most lucrative indie operations in the country, finally resolved last week that running a station is one thing; operating a cuffo consulting service is another.

Requests from station operators around the country—and outside the country—for gratis permission to duplicate the New York indie's programming and administrative formula have reached a point where stations were overstepping the bounds of good neighborliness. It was a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket nix to stations seeking to duplicate the indie's pattern. Miss Judis, in a "how-friendly-can-you-get" stance, threw in the sponge last week, and publicly went on record in favor of the latter course.

Although the requests date back years, when Martin Block first inaugurated his "Make Believe Ballroom," it was only in the last year or two that the station found itself expending a considerable portion of its time and labor dishing out—for free—carbon copies on program-operational techniques. Requests for tolerance spots or organizational public shows were one thing (station still wants to be helpful on that score), but the thumbs-down decision was reached when the management did a fast take of the mutiple requests received in recent months for cuffo duplication of station's programming.

Deep in the Heart Of

For example, there was the southern station that recently asked for nothing short of a complete outline of WNEW's "formula for success" to counter the strong local competition. Or the equally frank request from a Texas operator who wanted to establish a music-news pattern similar to WNEW's, "so will you please send us your complete schedule."

Other samples: a 50,000-watter in the south asked for an air-check of the "Hollywood Newsreel" show, "so we can analyze it here" in preparation for a similar program; the Pennsylvania station wanting to revise its schedule and asking for a swap deal on schedules "and we'd appreciate your suggestions"; midwest outlet that wanted outright permission to use a WNEW-developed commercial "because its cute angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it," although acknowledging it will give WNEW a credit tag; the station in Rome, Ente Italiano Per Gli Sambi Teatralia, that wants to exchange programs with WNEW; or the nimble-witted gent in Copenhagen, who, pointing out there is no commercial broadcasting in his country, would be interested in making a deal with the New York indie to set up a transmitter on a boat and beam stuff in to Denmark commercially.

Reprinted from VARIETY November 19, 1947

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Operated By....Greater N. Y. Bcstg. Corp.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB
General-Station Manager.....Bernice Judis
Commercial Manager.....Ira Herbert
Sales Promotion Manager..John V. B. Sullivan
V.P.-Program Director.....Ted Cott
Production Manager.....Jack Grogan
Publicity Director.....Richard Pack
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

WOR

NEW YORK—EST. 1922

MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Operated By.....Bamberger Bcstg. Service, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Studio Address....1440 Broadway, Theaters: 245 W. 52nd St.; 200 W. 48th St.
Transmitter Location.....Carteret, N. J.
Air Time.....24 hrs. daily
News Service.....AP, INS, UP
Transcription Service .....Associated
Representative..Keenan & Eickelberg, Phillip Kenney
Membership .....NAB, BMB
President.....Theodore C. Streibert
Vice-President in Charge of Sales.....R. C. Maddux
Sales Promotion Manager.....Joseph Creamer
Production Manager.....Daniel Ehrenreich
Publicity Director.....Robert Blake
Musical Director.....Sylvan Levin
Vice-President.....J. R. Poppele

(See Page 514)

Aid Your Own Industry by Supporting

National Radio Week

Nov. 14 to 20

A Joint Sponsorship of NAB and RMA

Take the GUESS out of Buying

WITH WOV'S 5 Audited Audiences

WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE, TOO. Not from a crystal ball, but from sound, basic facts . . . known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV's 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey . . . new, accurate, informative . . . shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • The Bolling Company, National Rep.

★ WAKE UP NEW YORK *with Bill Williams*
★ 1280 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *More than the combined population of Baltimore and Washington.*

WOV
NEW YORK

WOV

NEW YORK—EST. 1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Transmitter Location.....Carlstadt, N. J.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....H. D. Henshel
General-Station Manager.....R. N. Weil
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold B. Hartley
Publicity Director.....Anne C. Baldwin
Musical Director.....Paul Romeo
Chief Engineer.....H. W. Holt

WQXR

NEW YORK—EST. 1936

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned-Operated By..Interstate Bcstg. Co., Inc. (subsidiary of The N. Y. Times Co.)
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-5566
Transmitter Location.....Rear of 5000 Grand Ave., Maspeth, L. I., N. Y.
Air Time..7 a.m.-12:05 a.m.;8 a.m.-12:05 a.m., Sun.
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NAB, FMA
President.....John V. L. Hogan
General Manager.....Elliott M. Sanger
Sales Manager.....Norman S. McGee
Sales Promotion Mgr.....Elliott M. Sanger, Jr.
Program Director.....Eleanor N. Sanger
Production Manager.....Albert A. Grobe
Publicity Director.....Eleanore Hurley
Musical Director.....Abram Chasins
Chief Engineer.....Russell Valentine

WHLD

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By.....The Niagara Falls Gazette Publ. Co.
Business-Studio Address.....Hotel Niagara
Phone Number 8421
Transmitter Location.....Lockport Rd.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....World, Lang-Worth, SESAC, Associated, Standard
Representative .....Headley-Reed
General Manager.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Robert J. Manning
Chief Announcer.....Willard C. Mayo
Musical Director.....Harold Bradley
Chief Engineer.....Robert J. Wilson

WJJL

NIAGARA FALLS—EST. 1947

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John J. Laux
Business Address.....Elks Bldg.
News Service.....UP
Transcription Service.....Lang-Worth
Representative .....McGillvra
Owner.....John J. Laux
General-Commercial Mgr.....Robert F. Kliment
Promotion Mgr.-Program Dir.....Kay Balfe
Chief Engineer.....Frank Harr

WSLB

OGDENSBURG—EST. 1940

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....St. Lawrence Bcstg. Corp.
Business-Studio Address.....2315 Knox St.
Phone Number 500
Transmitter Location.....2315 Knox St.
Air Time.....7 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
President, Commercial Manager .....Joseph R. Brandy
General-Station Manager.....Harold J. Frank
Program Director, Production Manager, Chief Announcer .....Hal Gilman
Publicity Director.....Claire Burns
Musical Director.....Flo Beach Rowe
Chief Engineer.....Raymond E. Lafferty
Farm Editor.....Jolly Bergeron

WHDL

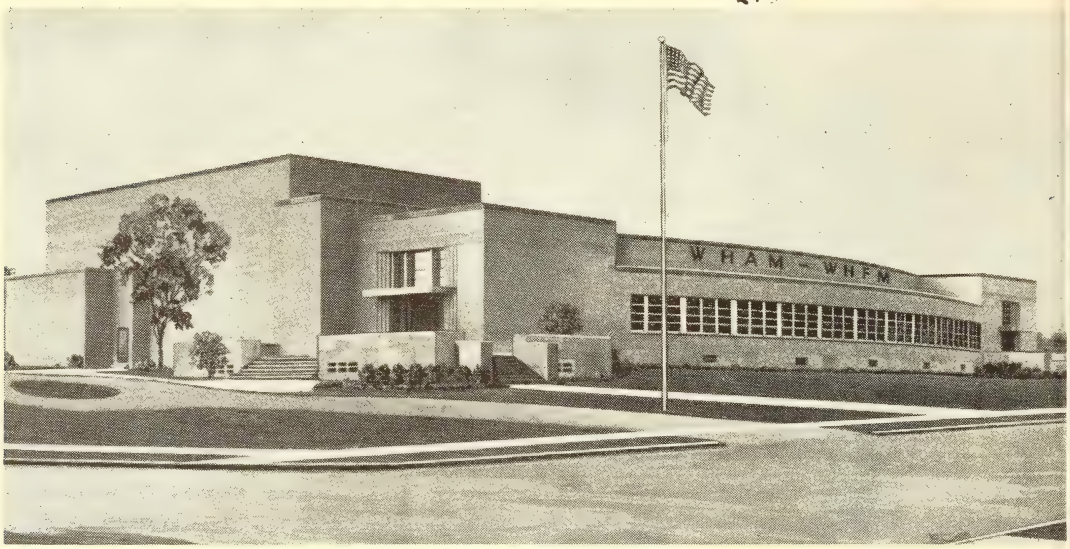
OLEAN—EST. 1935

ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHDL Inc.
Business Address.....Exchange Bank Bldg.
Phone Number 4149
Studio-Transmitter Location..3219 W. State Rd., Allegheny, N. Y.
Air Time.....6:55 a.m.-11:15 p.m.
News Service .....UP
Transcription Service .....Associated
Representative .....J. P. McKinney
Membership .....NAB, BMB
President.....E. B. Fitzpatrick
General-Station Manager.....J. R. Henzel

WHAM *tops*

THEM ALL WITH ROCHESTER RADIO CITY....



New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

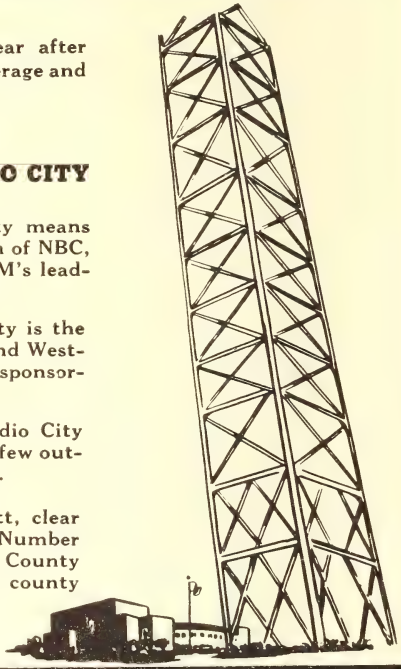
Now, Here is a new WHAM "TOP"...
ROCHESTER RADIO CITY

★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.

★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience participation programs.

★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.

★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



WHAM ROCHESTER, N.Y. 50,000 Watts • Clear Channel
NBC AFFILIATE National Representatives
"The Stromberg-Carlson Station" GEORGE P. HOLLINGBERY CO

Commercial-Sales Promotion Mgr...J. K. Eade
Chief Engineer.....J. Atherton

WDOS (CP)

ONEONTA

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Oneonta Star, Inc.
Business Address.....1214 Broad Street
Phone Number.....2300
News Service.....AP
Representative .....Walker
President.....James H. Ottaway
General Manager.....Eugene J. Brown
Commercial Manager.....Walton Deming
Program Director.....Stephen Ryder
Chief Engineer.....Hardd Merchant

WONO (CP)

ONEONTA

Frequency: 1110 Kc.....Power: 250 Watts d.
Owned-Operated By.....Oneonta Bcstg. Co.
Business Address.....285 River St.
Partners.....John Nazak, Joanne May Leuko

WKBS (CP)

OYSTER BAY

Frequency: 1520 Kc.....Power: 250 Watts d.
Owned-Operated By.....Eastern Bcstg. Co.

WMFF

PLATTSBURG—EST. 1936

ABC-KBS

Frequency: .....1340 Kc. (CP for 960)
Power:.....250 Watts (CP 1000 Watts)
Owned-Operated By..Plattsburg Bcstg. Corp.
Business-Studio Address.....153 Margret St.
Phone Number 1600-1-591
Transmitter Location.....Boynton Ave.
Air Time.....6:45 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Representative ....Joseph Hershey McGillvra
Membership .....NAB
President, General Mgr.....George F. Bissell
Business Manager.....Edward S. Gagnon
Commercial Manager.....Joel H. Schier
Sales Promotion Manager, Publicity Director, Chief Engineer.....Edward S. Gagnon
Program Director, Chief Announcer .....John H. Lawerance

WKIP

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Poughkeepsie Newspapers, Inc.
Operated By....Radio Division, Poughkeepsie Newspapers, Inc.
Address.....Memorial Square
Phone Number.....Poughkeepsie 6800
Studio Address.....New Yorker Bldg.; Nelson House
Transmitter Location.....The Nelson House
Air Time.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Standard
Membership .....NAB, BMB
General Manager.....George W. Bingham
Commercial Manager.....H. C. Watson
Sales Promotion Mgr.....Richard F. Crans
Program Director.....Richard F. Crans
Chief Engineer.....Marvin S. Seimes

WARC

ROCHESTER—EST. 1947

ABC

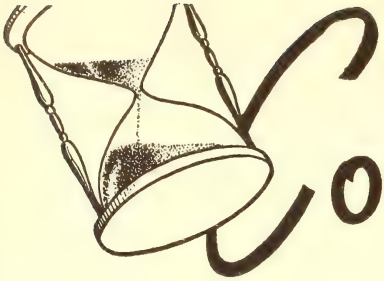
Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....WARC, Inc.
Business Address.....Sheraton Hotel
Phone Number.....Main 6134
News Service.....AP
Transcription Service.....Associated
Representative .....Katz
President-General Mgr.....S. W. Townsend
Commercial Manager.....Harland M. Evans
Promotion Manager.....Hav Nash
Program Director.....Frederick L. Essex
Chief Engineer.....Robert S. Smch

WHAM

ROCHESTER—EST. 1922

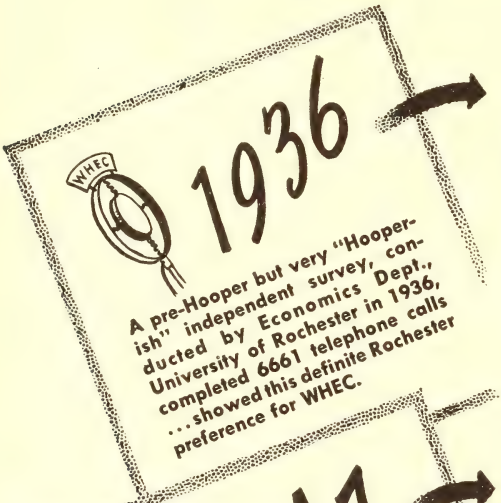
NBC

Frequency: 1180 Kc.....Power: 50,000 Watts
Owned-Operated By....Stromberg-Carlson Co.
Business-Studio Address.....Rochester Radio City, Humboldt St.
Transmitter Location..Brook Rd., Scottsville, N. Y.
Air Time..6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-1 a.m., Sat.; 8 a.m.-1 a.m., Sun.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....Geo. P. Hollingbery
Membership .....NAB, BMB
Chief Executive, Gen. Mgr...William A. Fay
Commercial Manager.....J. W. Kennedy, Jr.
Sales Promotion Manager, Publicity Director .....Arthur Kelly
Program Director.....Charles Siverson
Production Manager.....Syl Novelli
Chief Announcer.....Homer Bliss
Musical Director.....Gene Zacher
Chief Engineer.....Kenneth Gardner
Farm Editor.....Tom Murray



Consistently...

ROCHESTER'S FAVORITE STATION



Survey conducted by University of Rochester showed Rochester's Radio Preference for

WHEC 44%

THE OTHER ROCHESTER STATION 40%
OUT-OF-TOWN STATIONS 16%

With first 4, then 6, stations operating in Rochester during 1947, combined average Hooper rating index*

WHEC 42%

STATION B	32.5%	STATION E	*Not on Air 'til Nov. '47*
STATION C	14.6%	STATION F	
STATION D†	8.7%		

* Sunday afternoon omitted to conform with periods in use in U. of R. Survey.
† Operates Daytime Only.

CBS

WHEC *of Rochester*

N. Y.
5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

WHEC

ROCHESTER—EST. 1925

CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Stone 1230
Transmitter Location.....Winton Rd. S.
Air Time.....6:30 a.m.-12:30 a.m.
News Service .....AP
Transcription Service....Standard, Associated, MacGregor
Representative.....J. P. McKinney
Membership .....NAB, BMB
President.....Frank E. Gannett
General Manager.....Gunnar O. Wiig
Executive Vice President...Clarence Wheeler
Commercial Manager.....Lemoine C. Wheeler
Program-Publicity Director..William J. Adams
Production Manager.....Lowell H. MacMillan
Chief Announcer.....Roger Goodrich
Musical Director.....Jerry Vogt
Chief Engineer.....Bernard C. O'Brien
News Editor.....Ralph Knox

WRNY

ROCHESTER—EST. 1925

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By....Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Main 7533
Transmitter Location.....Mt. Read Blvd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....NAB
President, General-Station Manager .....George B. Kelly
Program Director.....Add Penfield
Chief Announcer, Farm Editor..Paul Robinson
Chief Engineer.....Felix Bonvouloir

WSAY

ROCHESTER—EST. 1936

MBS—ABC

Frequency: 1370 Kc.....Power: 1000 Watts (CP 5000 Watts)
Owned-Operated By....Federal Bcstg. System
Business-Studio Address....Taylor Bldg., 328 Main St. E.
Phone Number.....Stone 0702-3
Transmitter Location....French Rd., Brighton, N. Y.
Air Time..6:30 a.m.-12:35 a.m., Mon.-Fri.; 6:30 a.m.-1 a.m., Sat.; 8 a.m.-12:35 a.m., Sun.
News Service .....INS
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President, General Mgr.....Gordon P. Brown
Commercial Manager.....John D. Kelly
Program Director.....George LiButti
Chief Engineer.....Merriam Johnson

WVET

ROCHESTER—EST. 1947

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Veterans Bcstg Co.
Business Address.....Garnite Bldg.
Phone Number.....Stone 0990
News Service .....UP
Transcription Service .....Capitol
Representative ..... Weed
President-General Mgr....William B. Maillefert
Commercial Manager....John S. Houseknecht
Sales Promotion Mgr.....Harry W. Bennett
Program Director.....Larry Harding
Chief Engineer.....Irving F. Lyke

WKAL

ROME—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg.
Air Time.....6:30 a.m.-1 a.m.

IN ROCHESTER, N. Y. IT'S

★ NEWS
★ MUSIC
★ SPORTS

AT

680

KILOCYCLES

WRNY

MONROE BROADCASTING CO., Inc.
191 East Avenue Rochester 4, N. Y.
WRNY • WRNY-FM

WFBL —the Greatest Selling Power in SYRACUSE and Central New York!

BASIC CBS

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar BUYS MORE over WFBL in SYRACUSE!

✔ Check these WFBL AUDIENCE BUILDERS

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sat.) The Only All Live Talent Early Morning Show in Central New York!

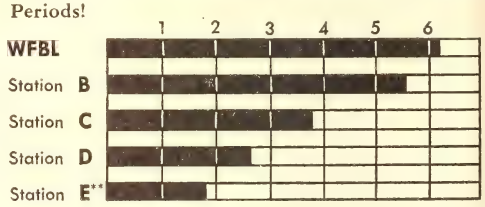
THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim DeLine.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 Hooperatings PROVE IT!*

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!



WFBL Led in 24 of the 40 Quarter Hour Periods!

*Hooper Winter-Spring Report . . . December through April.

**Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE

FREE and PETERS *Exclusive National Representatives*

BASIC MEMBER CBS 5000 Watts

News Service ..... UP
Transcription Service ..... Lang-Worth
Representative ..... Donald Cooke
President ..... Myron J. Kallet
General Manager ..... Michael C. Fusco
Commercial-Sales Promotion Manager ..... George L. Cramer
Program Director ..... Charles King
Production Manager ..... Daniel Fusco
Chief Announcer ..... Robert Storey
Musical Director ..... Carleton Boone
Chief Engineer ..... Deforest T. Layton, Jr.
Farm Editor ..... Louis V. Denti

WNBZ

SARANAC LAKE—EST. 1929

KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Upstate Bcstg. Corp.
Business-Studio Address ..... 88 Main St.
Phone Number ..... 1320 & 1246
Transmitter Location ..... Merrill St.
Air Time ..... 7:15 a.m.-11:15 a.m.
News Service ..... AP
Representative ..... Thomas F. Clark
President, General Mgr. ..... John F. Grimes
Commercial Manager ..... Jacques DeMattos
Sales Promotion Mgr. ..... Robert C. Myles, Jr.
Program-Musical Director ..... Kerroll Kunz
Chief Announcer ..... George P. Leighton
Chief Engineer ..... H. Berwind Williams

WGY

SCHENECTADY—EST. 1922

NBC

Frequency: 810 Kc. ..... Power: 50,000 Watts
Owned-Operated By ..... General Electric Co.
Business-Studio Address ..... 1 River Rd.
Phone Number 3-2121
Transmitter Location ..... R. D. No. 5
Air Time ..... 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service ..... AP, UP
Transcription Service .. Lang-Worth, Thesaurus
Representative ..... NBC Spot Sales
Membership ..... NAB, BMB
Vice President, Manager of Bcstg. .. R. S. Peare
Assistant Manager of Bcstg. ..... B. J. Rowan
Station Manager ..... G. Emerson Markham
Supervisor, Station Sales & Promotion ..... A. G. MacDonald
Supervisor of Programs ..... Caleb Paine
Chief Engineer ..... W. J. Purcell

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Operated By .. Western Gateway Bcstg. Corp.
Business-Studio Address ..... 619 State St.
Phone Number 3-3622
Transmitter Location ..... Campbell Rd.
Air Time .. 6:45 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service ..... AP
Transcription Service .. Standard, Lang-Worth
President ..... Winslow Leighton
General Manager, Vice-President, Station Manager ..... George R. Nelson
Commercial-Sales Promotion Manager ..... Cecil Woodland
Program Director ..... Edward F. Flynn
Production Manager ..... Joan McGregor
Publicity Director ..... Martha Martin
Musical Director ..... Hap Huber
Chief Engineer ..... Irving Beck

WFBL

SYRACUSE—EST. 1922

CBS

Frequency: 1390 Kc. ..... Power: 5000 Watts
Owned-Operated By .. Onondaga Radio Bcstg. Corp.
Business-Studio Address .... 433 S. Warren St.
Phone Number 2-1147
Transmitter Location ..... Collamer, N. Y.
Air Time .. 5 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service ..... UP
Representative ..... Free & Peters
Membership ..... NAB
President ..... Oscar F. Soule
General Manager ..... Samuel Woodworth
Vice President, Merchandising & Promotion ..... Robert G. Soule
Vice President, Commercial Manager ..... Charles Phillips
Sales Manager ..... L. F. Wylie
Program-Musical Director, Production Manager ..... Raymond Gantter
Publicity Director ..... J. E. Moore
Chief Announcer ..... J. DeLine
Chief Engineer ..... James Kelly
Farm Editor ..... Robert F. Doubleday

WAGE

SYRACUSE—EST. 1941

ABC

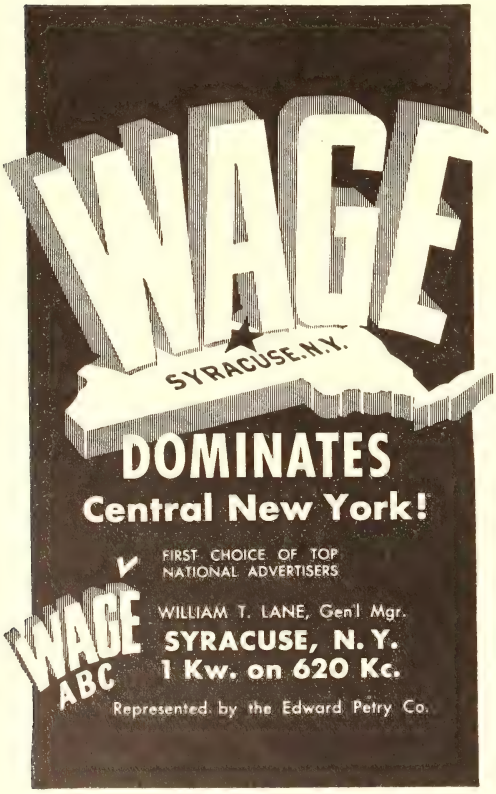
Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....WAGE, Inc.
Business-Studio Address.....Loew Bldg.
Phone Number 2-0277
Transmitter Location.....Liverpool, N. Y.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President.....Frank G. Revoir
General-Station Mgr.....William T. Lane
Commercial Manager.....Aaron Beckwith
Program Director, Production Manager .....Gordon Alderman
Musical Director.....Robert Stockdale
Chief Engineer.....Charles W. Brannen

WNDR

SYRACUSE—EST. 1947

MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By....Syracuse Bcstg. Corp.
Business-Studio Address.....306 S. Salina St.
Phone Number 2-6101
Transmitter Location..Dewitt, N. Y. & Pompey, N. Y.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service..Lang-Worth, Associated, SESAC
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....T. Frank Dolan
General-Station-Commercial-Sales Promotion Manager.....Al W. Godwin, Jr.
Program Director, Production Manager .....Ralph Freeman
Publicity Director.....RoseAnn Motto
Chief Announcer.....Fred Peach
Musical Director.....Donald C. Hayes
Chief Engineer.....Charles E. Just
Farm Editor.....William G. Martin



WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Business-Studio Address....Onondaga Hotel
Phone Number 2-7211
Transmitter Location.....Kirkpatrick & Van Renseallear Sts. ... ...
Air Time.....6 a.m.-2 a.m.
News Service .....AP
Transcription Service.....Standard, Cole
Representative .....Walker
President, General Mgr.....T. S. Marshall
Station Manager.....Hamilton Woodle
Commercial Manager.....Daniel Dwyer
Sales Promotion Manager....James J. Coolican
Publicity Director.....Charles Shaw
Musical Director.....Norman Meservey
Chief Engineer.....Tom Crimmins

WSYR

SYRACUSE—EST. 1922

NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Business-Studio Address....Syracuse Kemper
Phone Number 3-7111
Transmitter Location.....Valley Dr.
Air Time.....5:30 a.m.-1 a.m.
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Harry C. Wilder
Vice President.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Sales Promotion Manager, Publicity Director .....John F. Hurlbut
Program Director.....Bill Rothrum
Chief Announcer.....Elliott Gove
Musical Director.....Murray Bernthal
Chief Engineer.....G. Armand Belle Isle
Farm Editor.....Floyd Ottoway

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By....Rensselaer Polytechnic Inst.

WTRY

TROY—EST. 1940

CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Troy Bcstg. Co. Inc.
Business Address.....92 Fourth St.
Phone Number.....Troy 2100; Albany 4-2500
Studio Address..92 Fourth St., Troy; DeWitt Clinton Hotel, Albany
Transmitter Location..Niskayuna, Schenectady County, N. Y.
Air Time..6 a.m.-1 a.m.; 7:55 a.m.-12:05 a.m., Sun.
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative ..Headley-Reed, Kettell-Carter
Membership .....NAB, BMB
President .....H. C. Wilder
Vice President, General Mgr.....W. A. Riple
Asst. Manager.....W. W. Carter
Commercial Manager.....John W. Sutphen
Promotion Manager, Publicity Director .....James F. Baker
Program Director, Production Manager, Musical Director .....H. H. Sharpe
Chief Engineer.....Albert H. Chismark

WFRB (CP)

UTICA

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Richard H. Balch
Business Address.....20 Whiteboro St.
Owner.....Richard H. Balch

WIBX

UTICA—EST. 1925

CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....WIBX, Inc.
Business-Studio Address....First Bank Bldg.
Phone Number 2-2101
Transmitter Location...Clark Mills-N. Y. Mills, N. Y.
Air Time....6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m., Sun.
News Service .....INS, UP
Transcription Service.....World, BMI
Representative..Helen Wood & Colton, Bertha Bannan, Walter Biddick
Membership .....NAB, BMB
President, & General Manager.....Mrs. Margaret P. Bowen
Assistant to President.....Helen Wood
Commercial-Sales Promotion Manager .....Nathan W. Cook
Program Director.....Elliott Stewart
Production Manager....Betty Cushing Griffin
Publicity Director.....N. W. Cook
Chief Announcer.....Robert Mahaney
Musical Director.....William Walters
Chief Engineer.....John T. Dowdell

WGAT

UTICA—EST. 1947

ABC

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....Mayro Bldg.
Phone Number 2-9121
Transmitter Location.....Marcy, N. Y.
Air Time.....7 a.m.-local sunset
News Service .....AP
Representative .....Radio Advertising
President .....J. Eric Williams
Sales Promotion Manager....Roland L. Fowler
Program Director.....C. D. Williams
Publicity Director.....C. D. Williams
Musical Director.....Sylvio Muschera
Chief Engineer.....Robert N. Blair
Farm Editor.....John Marion

WRUN

UTICA—EST. 1947

ABC

Frequency: 1150 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Rome Sentinel Co.
Phone Number.....2-5111
News Service .....AP
Transcription Service....Associated, Thesaurus
Representative .....Avery, Knodel
President.....B. C. Bernard
General Manager.....Fritz S. Updike
Promotion Manager.....Richard A. Clark
Program Director.....Stewart Spencer
Chief Engineer.....Warren E. McDowell

WATN

WATERTOWN—EST. 1941

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Watertown Bcstg. Corp.
Business-Studio Address..118 Washington St.
Phone Number 2424
Transmitter Location.....118 Washington St.
Air Time..17¼ hrs. Mon.-Sat.; 16¼ hrs. Sun.
News Service .....AP
Transcription Service .....Standard
Representative .....Helen Wood & Colton
Membership .....NAB
President, General-Commercial Manager .....G. Harry Righter
Program Director.....Hugh L. Cosline, Jr.
Co-Chief Engineers....Donald Schryver, Fred Sprague, James Billingsley
Farm Editor.....G. Harry Righter

WGAT Utica N. Y.

Doing a *real* job
for the Advertiser
with *News* and *Music*

J. ERIC WILLIAMS
Owner and Gen. Manager

WWNY

WATERTOWN—EST. 1941

CBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....Brockway Co.
Business-Studio Address.....Hotel Woodruff
Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:15
News Service .....UP
Transcription Service.....World, Associated
Representative .....Weed
Membership .....NAB, BMB
President .....Harold B. Johnson
General-Commercial Mgr.....Louis Saiff, Jr.
Station Manager, Farm Editor..Earl R. Kelly
Sales Promotion.....Glen S. Doull
Program Director.....James W. Higgins
Chief Engineer.....Maynard B. Davis

WFAS

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Westchester Bcstg. Corp.
Business-Studio Address.....8 Church St.
Phone Number 9-6400
Transmitter Location...Secor Rd., Greenburgh Township
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative .....Headley-Reed
Membership .....NAB
President .....Valentine E. Macy
General-Station Manager.....Frank A. Seitz
Commercial Manager.....John G. Arens
Program-Musical Director.....Randall Kaler
Chief Announcer.....Robert Peters
Chief Engineer.....Frank A. Seitz

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
Owned-Operated By.....L. I. Bcstg. Corp.
Business-Studio Address.....41-30 58th St.
Phone Number.....Newtown 9-3300
Transmitter Location.....41-30 58th St.
Air Time.....8 a.m.-12 M.
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Thomas F. Clark
President, General Mgr....William H. Reuman
Station-Commercial Manager.....Edith Dick
Program Director, Production Mgr...Fred Barr
Publicity Director.....Walter Kaner
Chief Engineer.....Vincent Losgar

WFAS

Selected Audience

Appeal in Westchester,

Serious Music .....

News .....

Special Events .....

40.6% of Westchester's Radio families listen to

WFAS—DIAL 1230
WFAS—FM 103.9 MC

White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
Chrysler Bldg.
New York

WWRL

NEW YORK

• • •

Delivering its selling signal to 9,005,442 potential buyers in the rich, greater New York area.
with
Intensive, blanket coverage of Queens County, pop. 1,422,996.

•

Covering America's Greatest Buying Market at the Lowest Cost.

• • •

1600

"The HIGH Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,718,000—% Increase +4.1—Radio Homes 644,069
Farms with Radios 172,115—Stations in State 83

WRCS (CP)

AHOSKIE

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ronanoke-Chowan Broadcasting Co., Inc.

WABZ

ALBEMARLE—EST. 1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Albemarle Bcstg. Co.
Business-Studio Address.....Hotel Albemarle
Phone Number 1010
Transmitter Location..3 mi. from Albemarle on Salisbury Highway
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....R. Hoy Whitlow
Membership .....NAB
General-Station Mgr.....Carl Jack Aley
Commercial Manager.....Ira C. Leigh
Sales Promotion Manager.....Lyle Lewis
Program Director, Chief Announcer .....Harold Dale
Production Manager.....Albert Jones
Publicity Director.....Lyle Lewis
Musical Director, Farm Editor..Donald McLain
Chief Engineer.....Robert Liverance

WGWR

ASHEBORO—EST. 1947

N. C. STATE NET., INC.

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By..Asheboro Bcstg. Co., Inc.
Business-Studio Address..303 E. Salisbury St.
Phone Number .....800 or 798
Transmitter Location.....Oakie Mountain
Air Time..5:30 a.m.-local sunset; 7:30 a.m.-local sunset, Sun.
News Service .....UP
Representative .....Friedenberg
Membership .....BMB
President .....Roy Cox
General-Station-Commercial Manager .....J. R. Marlowe
Sales Promotion Manager, Publicity Director .....Fred Gray
Program Director, Production Manager.....Anderson B. Borwn
Musical Director.....Nelson Harrill
Chief Engineer.....Clyde C. Penny
Farm Editor....Nelson J. Harrill, E. S. Millsaps

WISE

ASHEVILLE—EST. 1939

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Station WISE
Business-Studio Address.....100 College St.
Phone Number 4560
Transmitter Location.....100 College St.
Air Time..6:30 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Burn-Smith, Harry E. Cummings
Membership .....NAB, BMB
President-Owner.....Harold H. Thoms
General-Station-Commercial Manager .....Loyd B. Leonard
Sales Promotion Mgr.....W. Marvin Newton
Program Director.....Hal Edwards

WLOS

ASHEVILLE—EST. 1947

MBS

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Skyway Bcstg. Corp.
Business-Studio Address..Battery Park Hotel
Phone Number 3080
Transmitter Location.....Emma, N. C.
Air Time.....18 hrs. daily
News Service.....INS, UP
Transcription Service .....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President .....Charles M. Britt
Vice President, General-Station Manager .....Charles B. Britt
Commercial Manager.....J. William Hendon
Program Director.....Bernard C. Barth
Chief Announcer.....Garrett Morrison
Chief Engineer.....Palmer A. Greer

WNCA

ASHEVILLE—EST. 1945

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Business-Studio Address....Asheville Biltmore Hotel
Phone Number 2872
Transmitter Location.....Emma, N. C.
Air Time..... 6a.m.-12 M.
News Service .....INS
Transcription Service.....World, Cole

Representative .....Forjoe
Membership .....NAB
President .....Linton D. Baggs, Jr.
General Manager.....Robert M. Lambe
Commercial Manager.....Edward D. Brandt
Sales Promotion Manager, Publicity Director .....Fred Brown
Program Director.....Hazel S. Bennett
Production Manager, Musical Director .....Alan Newcomb
Chief Engineer.....John Randolph

WSKY

ASHEVILLE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business Studio Address.....12 Church Street
Phone Number 2232
Transmitter Location.....Campbell Woods
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
President.....Carl R. Bamford
Gen.-Station Manager.....Zeb Lee
Sales Manager.....Baxter Barkley
Chief Engineer.....Charles W. Sumner

WWNC

ASHEVILLE—EST. 1927

CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By..Asheville Citizen-Times Co., Inc.
Business-Studio Address.....14 O'Henry Ave.
Phone Number 5500
Transmitter Location.....Near Emma, N. C.
Air Time..... 6a.m.-12:05 a.m.
News Service .....AP, UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
Executive Director.....Don S. Elias
General-Station Mgr.....Cecil B. Hoskins
Sales Manager.....James A. Hagan
Sales Promotion Manager, Publicity Director .....K. C. Willson, Jr.
Program Director, Production Manager .....Wm. F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....Wm. M. Hamrick

WBBB

BURLINGTON—EST. 1941

MUTUAL—CAROLINA SPORTS—KBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By....Alamance Bcstg. Co., Inc.
Business-Studio Address....310½ S. Main St.
Transmitter Location....W. Front St. Extension
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service..Associated, Lang-Worth, Capitol
Representative .....Gene Grant
Membership .....NAB, BMB
General-Station Manager.....E. Z. Jones
Commercial Manager.....Roy Springer
Program-Production Mgr.....G. Sandefur
Publicity Director.....Rollie Furman
Chief Engineer.....Berry Tysor

WFNS

BURLINGTON—EST. 1947

INDEPENDENT

Frequency: 1150 Kc.....Power: 1000 Watts
Owned By.....Burlington-Graham Bcstg. Co.
Operated By.....Radio Station WFNS
Business-Studio Address...105½ W. Andrews St.
Phone Number 6-5536
Transmitter Location.....Birch Bridge Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Thesaurus
President.....W. Boman Sanders
General-Station Mgr.....Everett C. Qualls, Sr.
Commercial Manager.....Phillip Eakin
Program Director.....Catherine Faulconer
Production Manager.....Lamar Morgan
Chief Announcer.....Lou Rigsbee
Musical Director.....Jim McLoughlin
Chief Engineer.....Harold S. Taylor

WAYS

CHARLOTTE—EST. ....

ABC—MBS

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Inter-City Advertising
Operated By.....Radio Station WAYS
Business-Studio Address.....120 E. Third St.
Phone Number 37173-4
Transmitter Location.....Oakdale section
Air Time..5 a.m.-1 a.m.; 6 a.m.-12 P.M., Sun.
News Service .....AP
Transcription Service....SESAC, Lang-Worth, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....G. W. Dowdy
General-Station Manager.....W. H. Goan
Commercial-Sales Promotion Manager .....Norman Young
Program Director, Production Manager .....J. B. Clark
Publicity Director.....Mitzi Stack
Musical Director.....Alonzo Squires
Chief Engineer.....A. L. Chaney, Jr.

WBT
CHARLOTTE—EST. 1921
CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number 3-8833
Transmitter Location....9 mi. S. of Charlotte, Nation's Ford Rd.
Air Time..5 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
President .....J. M. Bryan
Chairman of Board.....Ralph Price
General Manager.....Chas. H. Crutchfield
Assistant General Manager.....E. J. DeGray
Sales Manager.....Keith Byerly
Promotion Manager.....J. R. Covington
Program Director.....Larry Walker
Production Manager.....Harry Snook
Publicity Director.....Miss Audrey Summers
Director of News & Special Features .....Jack Knell
Musical Director.....Clarence Etters
Chief Engineer.....M. J. Minor

WGIV
CHARLOTTE—EST. 1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By....Publix Bcstg. Services of Charlotte, Inc.
Business Address.....2520 Tooney Ave.
News Service .....AP
Transcription Service .....Capitol
Pres.-Gen. Mgr.....Francis M. Fitzgerald
Commercial Manager.....J. Law Epps
Promotion Manager.....Mary Burnside
Program Director.....Cele Roberts
Chief Engineer.....Tom Brandon

WSOC
CHARLOTTE—EST. 1933
NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Radio Station WSOC, Inc.
Business-Studio Address....1925 N. Tryon St.
Phone Number 7138
Transmitter Location.....1925 N. Tryon St.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President, General-Station Mgr.....E. J. Gluck
Commercial Manager....Bomar A. Lowrance
Sales Promotion Manager.....Clyde Clem
Production Manager, Program-Musical Director .....Paul Marion
Chief Announcer.....Ron Jenkins
Chief Engineer.....L. L. Caudle, Jr.

WRRZ
CLINTON—EST. 1946
ABC

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned-Operated By....Tar Heel Bcstg System
Business Address.....Clinton, N. C.
Phone Number 2354
News Service .....AP
Transcription Service..... World
Representative ..... Forjoe
Exec. Vice President.....W. R. Roberson Jr.
General-Commercial Mgr.....George Walston
Chief Engineer.....Herman Solitz

WEGO
CONCORD—EST. 1941
KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Business-Studio Address.....Concord, N. C.
Phone Number 2271
Transmitter Location.....Concord, N. C.
Air Time.....Local sunrise-local sunset
News Service .....AP, UP
Transcription Service.....Standard, SESAC, Cole
Representative .....Thomas F. Clark
Membership .....BMB
General-Station Manager..Wayne M. Nelson
Commercial Manager.....Henry L. Lowder
Program Director.....Nelda J. Garmon
Chief Engineer.....Edwin M. Stanton

WCKB
DUNN—EST. 1946
KBS

Frequency: 780 Kc.....Power: 1000 Watts
Owned-Operated By....N. C. Central Bcstrs., Inc.
Business-Studio Address.....P. O. Box 431
Phone Number 552
Transmitter Location.....1 mi. S. of Dunn
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service....Lang-Worth, SESAC
Membership .....NAB, BMB
President .....Earl McD. Westbrook
General-Station Manager, Musical Director .....A. Hartwell Campbell
Commercial-Sales Promotion Mgr...A. L. Faulk
Program Director.....Frank Huber
Production Manager.....Ted Burwell
Chief Engineer.....E. L. Burwell
Farm Editor.....Al Jordan

WDNC

DURHAM—EST. 1934

CBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Durham Radio Corp.
Business-Studio Address....138½ E. Chapel Hill St.
Phone Number R-155
Transmitter Location.....Hillsboro Rd.
Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service.....AP, UP
Transcription Service .....Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....C. C. Council
Vice President, General-Station-Sales Promotion Manager, Publicity Director..J. Frank Jarman
Commercial Manager....C. James Woodhouse
Program Director.....Ed Higgins, Jr.
Office Manager.....Sue Taylor
Chief Engineer.....Homer Ledbetter

WDUK

DURHAM—EST. 1946

ABC

Frequency: 1310 Kc....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Harmon L. Duncan
Business-Studio Address..305 West Main St., DHM., N. C., Stowd Building, Chapel Hill, N. C.
Phone Number R-101
Transmitter Location.....Leon St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Station-Sales Promotion Manager.....Harmon L. Duncan
Commercial Manager.....Arthur Fazzin
Program Director, Production Manager .....Eccles Huff
Publicity Director.....David Hoyle
Chief Engineer.....Roy E. Fullen

WHHT

DURHAM—EST. 1946

MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Harold H. Thoms
Business-Studio Address.....310 Main St.
Phone Number L-975
Transmitter Location.....Guess Rd.
Air Time.....6:30 a.m.-1 a.m.
News Service .....INS
Transcription Service .....Standard
Representative.....Burn-Smith Company Inc.
Membership .....BMB
President-Owner.....Harold H. Thoms
General-Station-Sales Promotion Manager .....Kenneth Beachboard
Commercial Manager.....Wilbur Smith
Program-Musical Director.....Vera Ervin
Production Manager, Chief Announcer .....Bill Ferguson
Publicity Director.....George Jacobs
Chief Engineer.....W. L. Watford, Jr.
Farm Editor.....John Clark

WSSB

DURHAM—EST. 1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Public Information Corp.
Business Address..Depositors Nat'l Bank Bldg.
Phone Number 6919
Representative ..... Forjoe
President.....Thomas B. Sawyer
General Manager.....Guy Griffen

WTIK

DURHAM—EST. 1946

TOBACCO NETWORK

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Durham Bcstg. Co.
Address.....211½ E. Main St.
Phone Number N-187
Transmitter Location.....Ellis Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Thesaurus
President-Gen. Mgr.....Floyd Fletcher
Commercial Manager.....Paul W. Norris
Program Director.....Ken Corbitt
Chief Engineer.....Arlis White

WCNC

ELIZABETH CITY—EST. 1939

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Albemarle Bcstg. Co.
Business-Studio Address..104 E. Colonial Ave.
Phone Number 1400
Transmitter Location.....Parsonage St., Extd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
General Manager.....Edmund D. Northup
Commercial-Sales Promotion Manager.....T. W. Talbot
Program Director.....Nancy Northup
Production Manager, Chief Announcer .....Frank Elliott
Publicity Director.....Bill Krough
Chief Engineer.....Joe Kyle

WGAI

ELIZABETH CITY—EST. 1947

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Operated By.....Daily Advance
Business Address.....Kramer Bldg.
Phone Number 757
News Service .....AP
Transcription Service .....World
General Manager.....Bob Bingham
Commercial Manager.....Alan Friedricks
Promotion Manager.....Sterling Waters
Program Director.....Alan Burke
Chief Engineer.....Frederick Wagner

WFLB

FAYETTEVILLE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Fayetteville Bcstrs., Inc.
Business Address.....P. O. Box 1258
Phone Number 7136
Studio-Transmitter Location.....Bragg Blvd.
Air Time.....6 a.m.-12 M.
News Service .....INS
Transcription Service .....Thesaurus
Representative.....Cox & Tans
Membership .....NAB, BMB
President.....Harry B. Stein
General-Station Manager.....John M. Croft
Commercial Manager.....N. L. Royster
Chief Engineer.....E. A. Whitlock

WFNC

FAYETTEVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cape Fear Bcstg. Co.
Business-Studio Address....114 Anderson St.
Phone Number.....4848 and 2747
Transmitter Location.....Murchison Rd.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
General Manager.....Victor W. Dawson
Commercial Manager.....Luther Gambill
Sales Promotion Manager.....Harry Mills
Program Director, Farm
Editor.....Nat R. Martin
News Editor.....Marjorie Jordan
Chief Engineer.....William Alford

WGNC

GASTONIA—EST. 1939

ABC—KBS

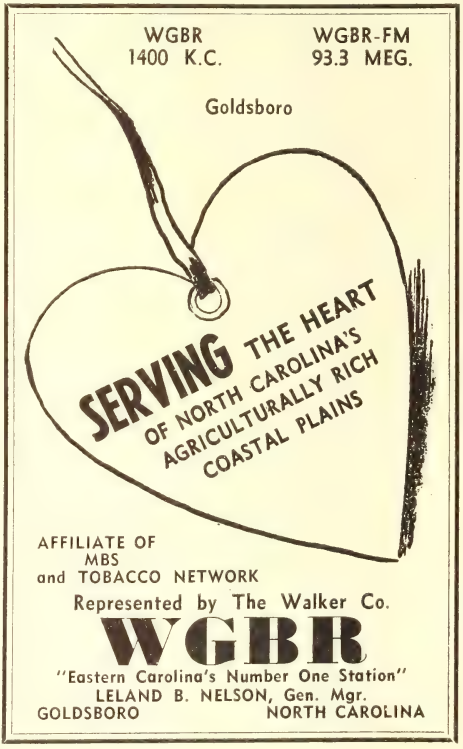
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Business-Studio Address..168-170 W. Main St.
Phone Number 732
Transmitter Location.....Gastonia, N. C.
Air Time.....6 a.m.-11:15 p.m.
News Service.....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President-Owner.....F. C. Todd
General-Station Manager.....Pat McSwain
Commercial Manager.....F. C. Abennethy
Program Director.....Earl Holder
Chief Announcer.....Oliver Thornburg
Chief Engineer.....W. C. Groves, Jr.

WBBO

FOREST CITY—EST. 1947

N. C. STATE NETWORK—KBS

Frequency: 780 Kc.....Power: 1000 Watts
Owned-Operated By.....Rutherford County
Radio Co., Inc.
Business-Studio Address.....Forest City, N. C.
Phone Number 3205
Transmitter Location.....Forest City
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Friedenberg
Membership .....NAB, BMB
President-General-Station
Manager.....Ed M. Anderson
Commercial Manager .....Jack Hammette
Chief Engineer.....Merton Iwerks



WGBR

GOLDSBORO—EST. 1939

MBS—TOBACCO NETWORK

WGBR—1400 Kc.....Power: 250 Watts
Owned-Operated By..Eastern Carolina Bcstg. Co., Inc.
Business-Studio Address.....Borden Bldg.
Phone Number 1550
Transmitter Location.....W. of Goldsboro on Highway No. 70
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service..Thesaurus, World, Cole
Representative .....Walker Co.
Membership .....NAB, BMB
President.....A. T. Hawkins
General-Station Manager....Leland B. Nelson
Commercial-Sales Promotion, Publicity Director.....Sidney J. Brumberg
Program Director, Production Manager.....Vassie G. Balkcum
Chief Announcer.....Charlie E. Harville
Chief Engineer.....Daniel B. Trueblood
Farm Editor.....Edward D. Champion

WBIG

GREENSBORO—EST. 1926

CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....N. C. Bcstg. Co.
Business Address.....P. O. Box 1807
Phone Number 6125-6-7
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time.....6 a.m.-12 M. 8 a.m.-12 M. Sun.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President-General-Station Manager .....Edney Ridge
Commercial Manager....Gilbert M. Hutchison
Sales Promotion Manager..William P. Mitchell
Program Director, Production Manager.....Alfred J. Rice
Publicity Director.....Aileen Gilmore
Chief Announcer.....Mike Brooks
Musical Director.....Margaret Banks
Chief Engineer.....Earl F. Allison
Farm Editor.....Bob Jones

WCOG (CP)

GREENSBORO

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Inter-City Adv. Co.
Business Address.....120 E. Third St., Charlotte, N. C.

WGBG

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By..Greensboro Bcstg. Co., Inc.
Business Address.....P. O. Box 2280
Phone Number 3-3631
Studio-Transmitter Location....Ashe St. Extn.
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service.....Capitol, Associated
Representative .....Burn-Smith
President, General-Station Manager.....Ralph M. Lambeth
Commercial Manager.....Earl O. Sullivan
Sales Promotion Manager....Garland Michael
Program Director.....H. Marie Craven
Chief Engineer.....James M. Stewart

WGTC

GREENVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....J. J. White
Operated By.....Greenville Bcstg. Co.
Business-Studio Address..Falkland Highway, P. O. Box 898
Phone Number 3182
Transmitter Location.....Falkland Highway
Air Time .....7 a.m.-12 p.m.
News Service .....AP
Transcription Service.....World, Cole, Lang-Worth
Representative .....Walker
Membership .....NAB, BMB
President-Owner.....J. J. White
General-Station Manager...B. S. Hodges, Jr.
Commercial-Sales Promotion Manager .....Dave Mosier
Program-Pub. Prod. Mgr.....Charles Whedbec
Chief Engineer.....Jim Mayo

WHNC

HENDERSON—EST. 1945

MBS—KBS

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Operated By..Henderson Radio Corp.
Business-Studio Address..219 So. William St.
Phone Number .....736—1446
Transmitter Location..2 miles N. of Henderson on U. S. No. 1
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service.....World, Lang-Worth, Thesaurus, Cole, Capitol
Representative .....Homer Griffith
Membership .....NAB, BMB
President.....S. S. Stevenson
Vice-President, General Station-Commercial .. Sales Promotion Manager....Nathan Frank
Program Director.....Virginia Parham
Production Manager.....Charlie Tuteweiler
Chief Engineer.....Lewis Hiland

WHKP

HENDERSONVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Redge Bcstg. Co.
Address .....Box 757
Phone Number 700
Transmitter Location..Chimney Rock Highway
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Membership .....BMB
President.....R. Lee Whitmire
General Manager.....R. Lee Amos
Commercial Manager.....Reginal Hill
Promotion Manager.....Kermix Edney
Chief Engineer.....Wm. M. Cox

WHKY

HICKORY—EST. 1939

ABC—KBS

Frequency: 1290 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....The Catawba Valley Bcstg. Co., Inc.
Address.....13th St. Radio Bldg.
Phone Number 1195-6
Transmitter Location...2½ miles SE of Hickory
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service.....World, Associated
Membership .....NAB, BMB
President.....Carl V. Cline
Gen.-Station Manager.....Edmund S. Long
Chief Engineer.....Edmund S. Long

WHPE

HIGH POINT—EST. 1947

Frequency: 1070 Kc....Power: 1000 Watts d.
Owned-Operated By..High Point Enterprise, Inc.
Business-Studio Address..305-307 N. Main St.

Phone Number .....3466 & 3467
Transmitter Location....Old Thomasville Rd.
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Cox & Tanz
Membership .....NAB
President.....R. B. Terry
Secretary & Treasurer.....D. A. Rawley
General-Station Manager...Walter F. Hester
Sales Manager.....Chester R. Messervey
Chief Announcer.....William H. Alspaugh
Musical Director.....Mary Elizabeth Clark
Chief Engineer.....Harold C. Spengler

WMFR

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Station WMFR
Business-Studio Address.....164 S. Main St.
Phone Number 4593-4
Transmitter Location.....164 So. Main St.
Air Time.....6 a.m.12 M.
News Service .....UP
Transcription Service.....LangWorth, Capitol
Representative .....Burn-Smith Co.
Membership .....BMB
President-Owner, General-Station
Manager.....Frank S. Lambeth
Commercial Manager.....Pat Taylor
Sales Promotion Manager.....Gerald Sullivan
Program Director.....Gary Davis
Musical Director.....Harold Craven
Chief Engineer.....Robert Moore

WJNC

JACKSONVILLE—EST. 1945

MBS—THE TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Jacksonville Bcstg. Co., Inc.
Business-Studio Address.....Highway 24, N.
Phone Number 707-708
Transmitter Location.....Highway 24, N.
Air Time..Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat. 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
President.....Louis N. Howard
Station-Sales Promotion
Manager.....Lester L. Gould
Commercial Manager.....Rod Jones
Program Director.....Gorton T. H. Wilbur
Publicity Director.....Gort Wilbur
Musical Director.....Ray Sinclair
Chief Engineer.....Elmo Cronk

WGTL

KANNAPOLIS—EST. 1946

NORTH CAROLINA STATE NETWORK

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Fred H. Whitley
Business Address....Cannon Blvd. & Country Club
Phone Number....Kannapolis 870 & Concord 2154
Studio Address.....Charlotte, N. C., Concord Hotel, WGTL Bldg., Kannapolis
Transmitter Location.....Route 29
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service....Lang-Worth, Capitol, World
Representative .....Forjoe
Membership .....NAB, BMB
President-Owner.....Fred H. Whitley
General-Station-Commercial-
Sales Promotion Manager...H. A. Seville
Program Director.....Hod Love
Production Manager.....Irvin Carroll
Chief Announcer.....Carl Caudill
Musical Director.....Jean Miller
Chief Engineer.....Foy Hinson

WFTC

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Address.....204 East King St.
Phone Number 4111

WKNS

KINSTON—EST. 1947

Frequency: 1000 Kc....Power: 1000 Watts d.
Owned-Operated By.....Kinston Bcstg. Co.
Business-Studio Address.....Radio Building
Phone Number 4509
Transmitter Location.....Richlands Rd.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Thesaurus, World
Representative....Joseph Hershey McGillvra
President.....A. K. Barrus
General-Station-Commercial
Manager.....James W. Campbell
Program Director.....Marshall T. Pack
Chief Engineer.....David N. Hardison

WEWO

LAURINBURG—EST. 1947

N. C. STATE NETWORK

Frequency: 1080 Kc....Power: 1000 Watts d.
Owned-Operated By.....Scotland Bcstg. Co.
Business-Studio Address.....Chetwynd Hotel

Phone Number 770
Transmitter Location....U.S. 74, 2 miles E. of Laurinburg
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President .....Edwin Pate
General Manager.....J. R. Dalrymple, Jr.
Program Director.....Ed Leach
Chief Engineer.....Truman Brock

WLOE

LEAKSVILLE—EST. 1946

MBS—TOBACCO SPORTS NETWORK—KBS

Frequency: 1490 Kc.....Power 100 Watts
Owned-Operated By....Douglas L. Craddock
Business Address.....Boulevard Branch
Phone Number 701
Studio-Transmitter Location..Leaksville, N. C.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NAB, BMB
Owner-Manager.....Douglas L. Craddock
Commercial Manager.....D. M. Snodderly
Program Director.....Charles H. Slate
Chief Engineer.....Eldred Winn

WJRI

LENOIR—EST. 1946

MBS—TOBACCO NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John P. Rabb
Business-Studio Address..107 W. Ave., Union Nat'l Bank Bldg.
Phone Number 761
Transmitter Location.....Lenoir, N. C.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
President-Owner, General-Commercial Manager.....John P. Rabb
Station Manager.....K. Rabb
Sales Promotion Manager.....Edythe Bloker
Program Director.....Glen Whittier
Publicity Director.....George Lewis
Chief Engineer.....G. Blaine Ruckert

WBUY

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned By.....Davidson County Bcstg. Co.
Operated By....Omar G. & Greely N. Hilton
Business Address.....P. O. Box 359
Phone Number 2716
Studio Address.....209 S. Main St.
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Thomas F. Clark
Partners....Omar N. Hilton, Greely N. Hilton
Station-Commercial Manager..C. Robert Ray
Chief Engineer.....Fred Honeycutt

WTSB

LUMBERTON—EST. 1946

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Robeson Bcstg. Corp.
Business-Studio Address....112 W. 5th St.
Phone Number 1080
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....Dr. E. L. Bowman
General Manager.....James MacNeil
Sales Manager.....Eleanor French
Program Director.....Coleman Patterson
Chief Engineer.....W. F. Rogers

WMAP

MONROE—EST. 1947

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business-Studio Address.....P. O. Box 385, Monroe, N. C.
Phone Number 1060
Air Time .....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Chief Executives..J. Ray Shute, Olin B. Sikes and J. S. Beaty, Jr.
Station Manager.....Roy O. Darby, Jr.

WMBL

MOREHEAD CITY—EST. 1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Carteret Bcstg. Co.
Business Address.....P. O. Box 740
Phone Number 9740
Studio-Transmitter Location.....Radio City, between Morehead City and Beaufort, N. C.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Standard, World
Representative....Joseph Hershey McGillvra
Membership .....NAB
President-Manager.....Grover C. Munden
Commercial Manager.....Charles Markey
Sales Promotion Mgr.....Paul Parker
Chief Engineer.....Ray Cummins

WMNC

MORGANTON—EST. 1947

MBS (Pending)

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Business Address.....P. O. Box 805
Phone Number 1100
Studio-Transmitter Location..Highway 181, N. of Morganton
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
President-Owner, General-Commercial Manager.....Nathan J. Cooper
Sales Promotion-Production Manager, Publicity Director.....Lee Douglas
Chief Engineer.....Elmer Troutman

WPAQ (CP)

MOUNT AIRY

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson

WHIT

NEW BERN—EST. 1942

MBS—THE TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..The Coastal Bcstg. Co., Inc.
Business-Studio Address..U. S. Highway 17, S.
Phone Number 4450
Air Time.....Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat. 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB, BMB
President.....Louis N. Howard
Station-Production Manager.....Gordon A. Scheihing
Commercial-Sales Promotion Manager.....Richard B. Stark
Program Director.....Gordon A. Scheihing
Publicity Director.....Andy Anderson
Chief Announcer.....Bruce Lee
Chief Engineer.....William G. Haire

WNNC (CP)

NEWTON

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Newton-Conover Bcstg. Co.
Business Address....211 Main St., Gastonia, N. C.
Partners.....Earl Holder, Ray Leinbach Sr., Charles C. Turner

WILX

NORTH WILKESBORO—EST. 1947

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carolina-Northwest Bcstg. Co.

WKBC

NORTH WILKESBORO—EST. 1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wilkes Bcstg. Co.
Business-Studio Address.....Cashion Bldg.
Phone Number 633
Transmitter Location..Elkin Highway No. 268
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
General-Station Manager.....Doris B. Brown
Commercial Manager.....Roland B. Potter
Program Director, Production Manager, Farm Editor.....John T. Cashion
Publicity Director.....George C. Yarbrough
Chief Announcer.....Michael West
Chief Engineer.....Robert L. Pinnix

WNAO

RALEIGH—EST. 1947

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By..The News & Observer Publ. Co.
Business Address.....114 W. Martin St.
Studio Address.....219 S. McDowell
Transmitter Location.....Cary Rd.
Air Time.....6 a.m.-M.
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....Josephus Daniels
General-Station Manager.....Dudley Tichenor
Chief Engineer.....Bascom E. Porter

WPTF

RALEIGH—EST. 1924

NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone Number 8311
Transmitter Location.....Cary, N. C.
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Associated
Representative .....Free & Peters
Membership .....NAB, BMB
President.....J. R. Weatherspoon
General-Station Manager...Richard H. Mason

Sales Manager.....O. L. Carpenter
Director of Advertising & Promotion.....R. W. Youngsteadt
Program Manager.....Graham B. Poyner
Chief Engineer.....Henry Hulick, Jr.
Farm Editor.....Ted Leeper

WRAL

RALEIGH—EST. 1939

MBS—TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Capitol Bcstg. Co., Inc.
Business-Studio Address..130 S. Salisbury St.
Phone Number 6411
Transmitter Location....E. Davie St. Extension
Air Time.....6:30 a.m. 12 M.
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Weed
Membership .....NAB, BMB
President.....A. J. Fletcher
General-Station Manager.....Fred Fletcher
Commercial Manager.....Tom Mitchel
Program Director.....Howard Maschmeier
Chief Engineer.....Stanley Brown

WFRC

REIDSVILLE—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By..Piedmont Carolina Bcstg. Co., Inc.
Business-Studio Address.....,18 Gilmer St.
Phone Number 1573-4
Transmitter Location .....Leaksville Rd.
Air Time.....6 a.m.-11 p.m.; 7 a.m.-10 p.m. Sun.
News Service .....AP
Transcription Service..World, Associated, Cole
Representative .....Donald Cooke
Membership .....NAB
President.....H. T. Williams
General-Station, Publicity Director.....W. E. Williams
Commercial-Sales Promotion Manager .....George Anderson
Program Director, Announcer .....Chuck Perron
Production Manager.....Carolyn Reese
Chief Engineer.....L. H. Alexander
Farm Editor.....Mutt Burton

WCBT

ROANOKE RAPIDS—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Station WCBT Incorporated
Business-Studio Address...251 Roanoke Ave.
Phone Number.....R-855-1, R-856-1
Transmitter Location.....E. Tenth St. Ext.
Air Time .....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Burn-Smith
Membership .....NAB, BMB
President, General-Station Mgr...S. E. Crew
Commercial-Sales Promotion Mgr..A. L. Drew
Program-Publicity Director, Production Manager.....Jesse Helms
Chief Announcer.....Jack Kenneth Johnson
Musical Director.....Jerry Eton
Chief Engineer.....C. W. Meares

WAYN

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Business-Studio Address..Rockingham, N. C.
Phone Number 611
Transmitter Location.....Rockingham, N. C.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Lang-Worth, MacGregor, SESAC, Cole
Membership .....NAB, BMB
President-Owner, General Manager.....Wayne M. Nelson
Commercial Manager.....Mrs. Jimmie Ellerbe
Chief Engineer.....William E. Henley

WCEC

ROCKY MOUNT—EST. 1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Losh L. Horne
Business-Studio Address....115 N. Church St.
Phone Number 2880
Transmitter Location..N. C. Highway 95, 2 miles N. W. of City
Air Time.....Local Sunset-Local Sunrise
News Service .....AP
Transcription Service.....Capitol, Associated
Membership .....NAB
President-Owner.....Josh L. Horne
General Manager.....Melvin J. Warner
Commercial Manager.....Ruby Grant Dugan
Program Director, Production Manager .....Ray Wilkinson
Chief Engineer.....Warren Palmer

WEED

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. A. Wynne
Business Address.....Box 752
Phone Number 1420
Studio-Transmitter Location..Nashville H'way
Air Time.....6 a.m.-12 M.; 8 a.m.-M. Sun.

News Service ..... AP
Transcription Service ..... World
Membership ..... NAB, BMB
President-Owner, General, Station Manager ..... W. A. Wynne
Commercial Manager ..... Jack Cummings
Program Director ..... Tommy Snowden
Chief Engineer ..... W. A. Wynne

WSAT (CP)

SALISBURY

Frequency: 1280 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ... Mid-Carolina Bcstg. Co.
Business Address ..... 119 Lawyers Row

WSTP

SALISBURY—EST. 1939

MBS

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Piedmont Bcstg. Corp.
Business-Studio Address .. State Theater Bldg.
Phone Number 2121
Transmitter Location ..... Statesville Rd.
Air Time ..... 7 a.m.-12 M.
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... McGillvra
Membership ..... NAB, BMB
President, General Manager ... Bryce P. Beard
Musical Director ..... Russell B. McIntire
Commercial Manager ..... Katherine Murphy
Publicity Director ..... Pat Beard
Chief Announcer ..... Bill Brown
Chief Engineer ..... Carl B. Watson
Farm Editor ..... Jim Turner

WWGP

SANFORD—EST. 1946

Frequency: 1050 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Lee Bcstg. Co.
Address ..... 23 Steele St.
Phone Number 860
Transmitter Location ..... Near Tramway
Air Time ..... Daytime
News Service ..... UP
Transcription Service ..... World, Capitol, Cole
Pres.-Gen. Manager ..... W. W. Primm
Commercial Manager ..... L. O. Hutchins
Promotion Manager ..... G. C. Primm
Program Director ..... Gerald E. Bowman
Chief Engineer ..... Carey H. Olive

WOHS

SHELBY—EST. 1946

MBS

Frequency: 730 Kc ..... Power: 250 Watts d.
Owned-Operated By .. Western Carolina Radio Corp.
Business Address ..... Box 1401
Phone Number 340
Studio-Transmitter Location .. Highway 74, W.
Air Time ..... Local Sunrise-Local Sunset
News Service ..... AP
Transcription Service ..... Thesaurus
Membership ..... NAB
President ..... Lee B. Weathers
General-Station Manager, Chief Engineer ..... Robert M. Wallace
Commercial Manager ..... Steve Woodson
Production Manager ..... Milton Scarboro
Chief Announcer ..... Charles Bickford

WEEB

SOUTHERN PINES—EST. 1947

MBS

Frequency: 1360 Kc. ..... Power: 1000 Watts d.
Owned-Operated By ..... Sandhill Community Broadcasters, Inc.
Business Adress ..... Box 1298
Phone Number 6191
News Service ..... AP
Representative ..... Forjoe
Pres.-Gen.-Comm. Mgr. ..... Jack S. Younts
Program Director ..... Elizabeth M. Younts
Production Director ..... William E. Cox Jr.
Chief Engineer ..... Richard S. Philbrick

WSTS

SOUTHERN PINES—EST. 1947

Frequency: 990 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Sandhill Bcstg. Corp.
Business Address ..... 113 E. Broad St.
Phone Number 8271
News Service ..... UP
Transcription Service ..... Standard
Representative ..... Clark
President ..... F. L. Beber
General Manager ..... Joe B. Long Jr.
Commercial Manager ..... Kent L. Jeffrey
Chief Engineer ..... Clyde E. Rhodes

WSIC

STATESVILLE—EST. 1947

MBS

Frequency: 1400 Kc ..... Power: 250 Watts
Owned-Operated By .... Statesville Bcstg. Co., Inc.
Business-Studio Address ..... P. O. Box 1189
Phone Number 1000
Transmitter Location .. Radio Rd., P. O. Box 1189
Air Time ..... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service ..... AP
Transcription Service ..... World
Membership ..... NAB
President ..... Dr. James W. Davis
General Manager ..... Harry Gatton

Program Director.....James Poston
Publicity Director.....Miss Francis Earle
Chief Announcer, Musical
Director .....Albert Watson
Chief Engineer.....T. K. Abernethy

WCPS

TARBORO—EST. 1946

SMITH DOUGLAS NETWORK
CAROLINA SPORTS NETWORK

Frequency: 760 Kc..Power: 1000 Watts d. only
Owned-Operated By....Coastal Plains Bcstg. Co., Inc.
Business-Studio Addres.....Edgecombe Bank Bldg.
Phone Number 643
Transmitter Location..U. S. Highway No. 64, Rocky Mount-Tarboro
Air Time.....5 a.m.-Local Sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Membership .....NAB, BMB
General Manager.....John C. Hanner
Commercial Manager.....Porter McNair
Program Director.....Syd Byrnes
Publicity Director.....Ruth Brewer
Chief Engineer.....Charles D. Chandler
Farm Editor.....S. Welcome Stanton

WTNC

THOMASVILLE—EST. 1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Operated By..Thomasville Bcstg. Co.
Business-Studio Address..Salem St. Extension
Phone Number 902
Transmitter Location.....Salem St. Extension
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....Russell F. Van Landingham
Station-Commercial-Sales Promotion
Manager .....Harold Harrison
Chief Announcer.....Harold Murray
Chief Engineer.....L. M. Sugg

WADE

WADESBORO—EST. 1947

N. C. STATE NETWORK

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Operated By..Anson Radio & Bcstg. Co. Inc.
Business-Studio Address.....Lyon Bldg.
Phone Number.....620 and 427
Transmitter Location.....Morven Rd.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Friedenberg
Membership .....NAB
President.....Robert P. Lyon
General-Station Manager....G. Fred Johnson
Commercial-Sales Promotion
Manager .....Jack Hankins
Program-Production Manager..Jacque Larabee
Chief Announcer, Musical
Director .....Wm. Billingsley
Chief Engineer.....John Thomas

WHED (CP)

WASHINGTON

Frequency:: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Beaufort Bcstg. Co.

WRRF

WASHINGTON—EST. 1942

ABC

Frequency: 930 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Tar Heel Bcstg. System, Inc. .....
Business-Studio Address..Bank of Washington
Phone Number 403
Transmitter Location.....U. S. Highway No. 17
Air Time.....5:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB, BMB
President.....W. R. Roberson, Sr.
General Manager.....W. R. Roberson, Jr.
Station-Commercial Mgr.....T. H. Patterson
Sales Promotion Manager, Program
Director .....Don Pierce
Production Manager.....Ben Roebuck
Publicity Director, Chief
Announcer .....Merrill Daniels
Musical Director.....Paul Wynn
Chief Engineer.....Issacc Murphrey
Farm Editor.....Vernon Carter

WHCC

WAYNESVILLE—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Smoky Mountain Bcstg.
Business Address.....Main St.
Phone Number 680
News Service .....UP
Transcription Service.....Lang-Worth
President.....W. Curtis Russ
General Manager.....Robert M. Wallace
Commercial Manager.....Zeno Wall
Program Director.....George A. Flowers
Chief Engineer.....Don Hunnicutt

WENC

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Whiteville Bcstg. Co. Inc.

Business-Studio Address.....P. O. Box 508
Phone Number 120
Transmitter Location.....1 mi. from Business District
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Standard, World
Membership .....NAB
General-Sales Promotion Manager, Publicity Director.....Ward A. Coleman
Commercial Manager..Mrs. Margaret McNeil
Program Director, Production Manager .....Henry Hoppe
Chief Announcer.....Jim Pursell
Chief Engineer.....Harold Vanderment

WGNI

WILMINGTON—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Newspapers Inc.
Business-Studio Address.....Radio Bldg., Princess St.
Phone Number.....2-2421-2; L.D. 30
Transmitter Location....Eagle Island at Cape River Bridge
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Joseph Hershey McGillvra
Membership .....NAB
President .....Carmage Walls
General Manager, Publicity Director .....James W. Stewart
Commercial-Sales Promotion Manager .....Foster Edwards
Program Director, Production Manager .....Don Barber
Chief Announcer, Farm Editor.....Ed. McKay
Musical Director.....Larry Hartsfield
Chief Engineer.....W. P. Callahan

WMFD

WILMINGTON—EST. 1935

ABC

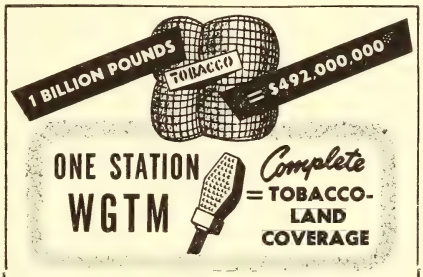
Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Richard Austin Dunlea
Business Address.....P. O. Box 696
Phone Number.....Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location.....Castle Hayne Road
Air Time.....7:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World, Cole
Representative .....Burn-Smith Company
Owner-General Mgr.....B. A. Dunlea
Commercial Manager.....Claud O'Shields
Program Director.....H. W. Lee
Chief Engineer.....E. I. Herring

WGTM

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Watson Industries, Inc.
Business Address.....P. O. Box 976
Phone Number 2188-9
Studio Address.....Herring Ave.
Transmitter Location.....Rock Ridge, N. C.
Air Time.....5:30 a.m.-12:30 p.m.
News Service .....UP
Transcription Service.....World, Lang-Worth, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President-Owner.....Penn Thomas Watson
General Manager.....Allen Wannamaker
Assistant Manager.....Clint Faris
Commercial Manager.....Harry Severance
Production Manager.....Bill Jackson
Publicity Director.....Harriet Fulghum
Musical Director.....Jack Townsend
Chief Engineer.....W. H. Malone
Farm Editor.....Lee Parker



Now, the new 5000-watt voice of WGTM covers Wilson, world's largest bright-leaf tobacco market, *and North Carolina's bright-leaf tobacco belt.* Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity.

For complete tobacco-land coverage . . . from the inside . . . you need only . . .

*Tobacco sales 1946-1947 season

The NEW WGTM 590 KC 5000 Watts
WILSON, NORTH CAROLINA
MBS THE TOBACCO NETWORK
Allen E. Wannamaker, Gen. Manager

WAIR

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number 2-1133
News Service .....AP
Transcription Service.....World, Lang-Worth, Cole
Representative .....Avery Knodel
Membership .....NAB, BMB
General Manager.....George Walker
Asst. Manager.....James Hicks
Commercial Manager.....C. G. Hill
Sales Promotion Manager.....James Hicks
Program Director.....Doris Pardington
Chief Announcer.....Gilbert Stamper
Chief Engineer.....Lee King

WSJS

WINSTON-SALEM—EST. 1930

NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Piedmont Publishing
Business-Studio Address..419-21 N. Spruce St.
Phone Number.....4141
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Gordon Gray
Vice-President .....Harold Essex
Sales Manager.....Harry B. Shaw
Sales Promotion Manager.....Walter Blake
Program Director.....Robert C. Estes
Production Manager.....John Comnas
Musical Director.....B. C. Dunford, Jr.
Chief Engineer.....Phil Hedrick

WTOB

WINSTON-SALEM—EST. 1946

MBS

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Operated By....Winston-Salem Bcstg.
Business-Studio Address..826½ W. Fourth St.
Phone Number 7145
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President .....James W. Coan
General Manager.....John G. Johnson
Program Manager.....Louis T. Marsh
Production Manager..Miss Elizabeth Trotman
Chief Engineer.....L. C. Davis

NORTH DAKOTA

Estimated Population 552,000—% Increase —14.0—Radio Homes 118,998
Farms with Radios 57,769—Stations in State 11

KFYR

BISMARCK—EST. 1925

NBC—NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Business-Studio Address.....320 Broadway
Phone Number 468
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Commercial Manager.....Robert MacLeod
Program-Publicity Director.....Cal Culver
Production Manager.....Charles Schoregge
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MBS—GREAT NORTHERN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated.....KDLR Inc.
Business-Studio Address.....1025 3rd St.
Phone Number 1090
Transmitter Location.....East end 4th St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Membership .....BMB
President, General Manager.....Bert Wick
Chief Announcer.....Ray Kapp
Chief Engineer.....Richard Moritz

KDIX

DICKINSON—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Dickinson Radio Assn.
Business-Studio Address.....28 1st Ave. W.
Phone Number 348
Transmitter Location..N. Dickinson City Limits
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB

President.....Dr. P. J. Weir
General-Station Manager....Orville F. Burda
Commercial Manager.....Eugene L. Spear
Sales Promotion Manager....Orville J. Narum
Production Manager....Warren M. Peterson
Publicity-Musical Director...George L. Brooks
Chief Engineer.....Quintin V. Prochaska

KFGO

FARGO—EST. 1947

ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.Northern States Bcstg. Co.
Business Address.....421½ N. P. Ave.
Phone Number 2-3291
News Service .....AP
Transcription Service.....SESAC, Standard
Representative ..... Raymer
President.....W. R. Haggart
Gen.-Comm. Mgr.....Charles G. Burke
Promotion Manager.....Frank P. Sanders
Musical Director.....Wallace I. Bey

WDAY

FARGO—EST. 1922

NBC—NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number 5357
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NAB, BMB
President, General.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Production Manager.....Maurie Waller
Musical Director.....Frank Scott
Chief Engineer.....Julius Hetland

KILO

GRAND FORKS—EST. 1941

CBS

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Dalton LeMasurier
Business-Studio Address.....506 First Natl. Bank Bldg.
Phone Number 1200
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery Knodel
President-Owner .....Dalton Le Masurier
Commercial Manager.....Elmer O. Hanson
Program Director.....Ralph D. Herbert
Chief Engineer.....Arnold Petrich

KNOX

GRAND FORKS—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Community Radio Corp.
Business Address.....Box 1110
Phone Number 3500
News Service .....UP
Transcription Service ..... World
President .....Carroll E. Day
Gen.-Com. Mgr.....Frank W. Kaull
Prom. Mgr.-Program Dir.....Jack Kennedy
Chief Engineer.....Eugene Zober

KSJB

JAMESTOWN—EST. 1947

CBS—MBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Jamestown Bcstg. Company, Inc.
Business Adress.....422 N.W. 2nd St.
Phone Number 1600
Transmitter Location.....Highway 281 South Jamestown
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Adam J. Young, Jr., Inc.
Membership .....NAB, BMB
Chief Owner.....John W. Boler
Vice President.....Joseph Goodfellow
Program Director.....Wm. Barry
Promotion Manager.....Mary Tucker
General Manager.....Donn A. Clayton
Commercial Manager.....Wm. Hurley
Chief Engineer.....Robert Ridgeway

(See Following Page)

KGCU

MANDAN—EST. 1928

MBS—GREAT NORTHERN BCSTG. SYSTEM

Frequency: 1270 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By....Mandan Radio Assn., Inc.
Business-Studio Address....200 Third Ave. Northeast
Phone Number 800-1
Transmitter Location..3½ mi. S.E. of Mandan on Highway No. 10

Air Time.....17½ hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....BMB
President .....W. S. Russell
General-Commercial-Sales Promotion Manager .....M. J. Reichert
Program-Publicity Director, Production Manager .....Merritt W. Bushee
Chief Announcer.....John Z. Miller
Chief Engineer.....Ray Barnett

KLPM

MINOT—EST. 1929

MBS—GREAT NORTHERN

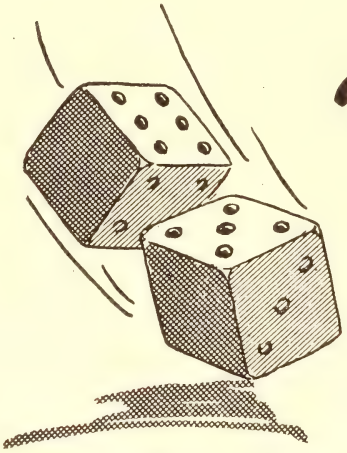
Frequency: 1390 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Minot Bcstg. Co.
Business-Studio Address.....Fair Block
Phone Number.....1267, 684
Transmitter Location.....2 mi. S.E. of Minot
Air Time.....6:30 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....BMB
President, General Manager..John B. Cooley
Station Manager.....C. W. Baker
Commercial Manager.....E. H. Cooley
Sales Promotion Manager....Leslie E. Maupin
Program Director.....James Hautman
Production Manager.....Jack Helling
Musical Director.....Arturo Petrucci
Chief Engineer.....C. W. Baker

KOVC

VALLEY CITY—EST. 1936

MBS—GREAT NORTHERN—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KOVC Inc.
Business-Studio Address.....312 Fifth Ave.
Phone Number 408-W
Air Time.....6:30 a.m.-12 p.m.
News Service .....UP
Membership .....BMB
President .....Robert E. Ingstad
Sales Promotion Manager.....Wayne King
Program Director.....Wayne Grant
Production Manager.....Robert Nelson
Chief Engineer.....Charles Sjostrom



It's a Natural!

. . . and for *11 years* KSJB has been serving the *rich* Dakotas.

5000 WATTS • CBS AFFILIATE • 600 KILOCYCLES

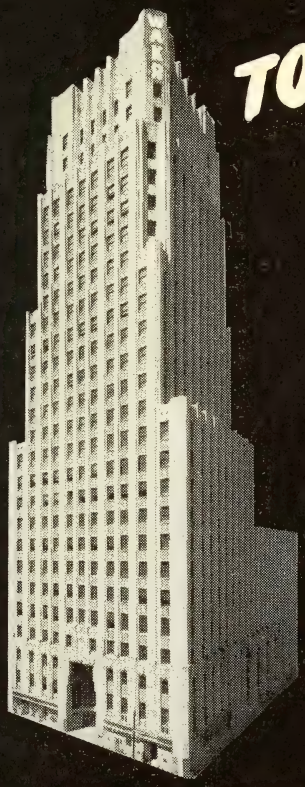
Write for complete information

NATIONAL REPRESENTATIVE GEORGE HOLLINGBERRY

KSJB

JAMESTOWN NORTH DAKOTA

WAKR



TOWERS OVER AKRON

A B C Network

5000 WATTS

DAY and NIGHT

For the Facts Call

WEED & CO.

National Representatives

Also Operating WAKR-FM 97.5 MC. or Channel 248

Good PROGRAMS FOR 23 YEARS

1350 CBS

WADC

FIRST IN AKRON

Soon . . . . Finest in FM

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

Estimated Population 7,773,000—% Increase +12.5—Radio Homes 2,034,588
Farms with Radios 186,503—Stations in State 52

WADC

AKRON—EST. 1925

CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business Address.....Box 830
Phone Number.....Meadowbrook 3211
Studio Address..First National Tower, Okron, Ohio & Tallmadge, Ohio
Transmitter Location..State Route No. 8, N. of Akron
Air Time .....24 hrs. daily
News Service.....Transradio, UP
Transcription Service..Standard, Lang-Worth, World
Representative.....George P. Hollingbery
Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert Wilson
Executive Secretary.....Dolores Buehrle
Commercial Manager.....Fred C. Bock
Merchandising Manager....M. W. Alexander
Program Director.....Harold Hageman
Traffic Manager.....Joe Jolliff
Promotion-Publicity Director..Secrest Williams
Chief Engineer.....John L. Wildermuth

WAKR

AKRON—EST. 1940

ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Operated By.....S. Bernard Berk
Business-Studio Address..First National Tower, 106 S. Main St.
Phone Number.....HEmlock 6151
Transmitter Location.....739 Swartz Rd.
Air Time....5:30 a.m.-1:05 a.m.; 6:55 a.m.-1 a.m., Sun.
News Service .....AP, UP
Transcription Service....Associated, Capitol, Thesaurus
Representative .....Weed
Membership .....NAB
President, General Mgr.....S. Bernard Berk
Assistant to President.....Roger G. Berk
Commercial Manager.....Kenneth M. Keegan
Program Director.....Gene Trace
Publicity Director.....Bert Charles
Musical Director.....Alan Freed
Chief Engineer.....Irwin L. Knopp

(See Page 563)

WHKK

AKRON—EST. 1945

MBS

Frequency: 640 Kc.....Power: 1000 Watts
Owned-Operated By.....United Bcstg. Corp.
Business-Studio Address.....51 W. State St.
Phone Number.....BLackstone 7101
Transmitter Location.....Akron-Penisulla Rd.
Air Time.....6 a.m.-California sunset
News Service .....AP
Transcription Service.....Standard, Cole
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Vice President.....H. K. Carpenter
General-Station Manager....R. W. Richmond
Commercial Manager.....Philip R. Herbert
Sales Promotion Manager, Publicity Director.....Thomas P. Egan
Program Director, Production Mgr...Lew Henry
Chief Announcer.....Jack Morrissey
Musical Director.....Bruce R. Blake
Chief Engineer.....James S. Hill
Farm Editor.....Cliff Rodgers

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....221 Center St.
Phone Number.....26-221; 27-181
Transmitter Location.....Jefferson Rd, R.D.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....BMB
President, General Manager.....R. B. Rowley
Station Manager.....Walter W. Walrath
Commercial Manager.....Donald F. Fassett
Program Director, Production Manager.....Alfred B. Newkirk
Publicity Director, Farm Editor....John Strasen
Musical Director.....Mary Pavolino
Chief Engineer.....Ted Searl

WTRF

BELLAIRE—EST. 1947

MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business Address.....Bellaire, Ohio
Phone Number 1515
News Service .....AP
Transcription Service .....World
President.....Jesse A. Bloch
General Manager.....Robert W. Ferguson
Commercial Manager.....Robert J. Campbell
Promotion Manager.....Albert T. Fischer
Program Director.....Franklin Curtis
Chief Engineer.....George Cowen

WILE (CP)

CAMBRIDGE

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By....Land O' Lakes Bcstg. Corp.
Business Address.....917 Beatty Ave.
Phone Number 3545
News Service .....AP
Transcription Service .....World
President.....H. D. McClelland
V.P.-General Mgr.....Howard A. Donahoe
Chief Engineer.....Wesley C. Randles

WAND

CANTON—EST. 1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Operated By.....P. C. Wilson
Business Address.....1414 12th St. N. E.

WCMW

CANTON—EST. 1946

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Business-Studio Address.....317 W. Tusc.
Phone Number 8219
Transmitter Location.....Hills & Dale Rd.
Air Time.....Local sunrise-local sunset
News Service .....INS
Transcription Service....Thesaurus, Standard, Lang-Worth
Representative .....Burn-Smith
President-Owner .....Merlin Schneider
General Manager.....Len Taylor
Vice President, Technical Director .....Royal G. Lister
Commercial Manager.....George Starr
Sales Promotion Manager, Publicity Director .....Morrey Adelman
Program Director.....Vic Decker
Chief Announcer.....Tom Morrison
Musical Director.....Robert Allen

WHBC

CANTON—EST. 1925

ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned By....Brush-Moore Newspapers, Inc.
Operated By.....Ohio Bcstg. Co.
Business-Studio Address...550 Market Ave. S.
Phone Number 7166
Transmitter Location.....Richville, Ohio
Air Time..6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service .....AP, UP
Transcription Service .....Capitol
Representative.....William G. Rambeau
Membership .....NAB, BMB
President .....Roy D. Moore
General Manager.....Joseph K. Vodrey
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Gervis S. Brady
Sales Promotion Manager, Publicity Director .....Julius Glass
Program Director.....Richard Neher
Production Manager, Musical Director .....Martin Alexander
Chief Engineer.....Kenneth L. Sliker
Farm Editor.....Richard Merrin

WBEX

CHILLICOTHE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson Inc.
Business-Studio Address.....Hotel Gibson
Phone Number.....Cherry 6565
Transmitter Location....near Crescent Springs, Ky.
Air Time....5 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service .....INS
Transcription Service.....World, Standard, Cole
Representative .....Ralph E. McKinnie
Membership .....NAB
President-Owner, General Mgr...L. B. Wilson
Station-Commercial Manager, Chief Engineer .....C. H. Topmiller
Program Director, Chief Announcer .....Bill Dawes
Publicity Director.....John Murphy
Musical Librarian.....Ethlyn Hale

WCPO

CINCINNATI—EST. 1922

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Scripps-Howard Radio, Inc.
Business-Studio Address....3800 Carew Tower
Phone Number.....Main 3314
Transmitter Location.....Daylight Bldg.
Air Time.....24 hrs. daily; 18 hrs. Sun.
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....Branham
President .....Jack R. Howard
General Manager.....M. C. Watters
Station-Commercial-Sales Promotion Manager .....John Patrick Smith
Program Director, Farm Editor .....Glenn Clark Miller

Production Manager, Chief Announcer ..... Earl Corbett
Publicity Director ..... Doreene Cleveland
Musical Director ..... Betty Richardson
Chief Engineer ..... Glen A. Davis

WKRC
CINCINNATI—EST. 1923
CBS

Frequency: 550 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By .... The Cincinnati Times-Star Co.
Business-Studio Address ..... Hotel Alms
Phone Number ..... WOodburn 0550
Transmitter Location ..... Hotel Alms
Air Time .. 7 a.m.-2 a.m.; 5:30 .m.-2 a.m., Sun.
News Service ..... AP, UP
Transcription Service ... Standard, Lang-Worth
Representative ..... Katz Agency
Membership ..... NAB, BMB
President ..... Hulbert Taft
Managing Director ..... Hulbert Taft, Jr.
Station Manager ..... Herman E. Fast
Commercial Manager ..... U. A. Latham
Sales Promotion Manager ..... Joel W. Stovall
Program Director ..... Harvey Carey
Production Manager ..... Syd Cornell
Publicity Director ..... Charlton Wallace
Musical Director ..... Bob Snyder
Chief Engineer ..... George Wilson
Farm Editor ..... Ben Werk

WLW
CINCINNATI—EST. 1922
NBC

Frequency: 700 Kc. ..... Power: 50,000 Watts
Owned-Operated By .... Crosley Bcstg. Corp.
Business-Studio Address .. Crosley Sq., 140 W. Ninth St.
Phone Number ..... CHerry 1822
Transmitter Location ..... Mason, Ohio
Air Time ..... 24 hrs. daily
News Service ..... AP, INS, UP
Transcription Service ..... Thesaurus
Representative ..... Keenan & Eickelberg
Membership ..... NAB
President ..... James D. Shouse
Vice-President, General Manager ..... R. E. Dunville
Vice-President in Charge of Sales ..... H. M. Smith
Director of Merchandising & Prom. Activities ..... M. N. Terry
Director of Sales Promotion ..... David E. Partridge
Vice-President in Charge of Pgms. ..... William P. Robinson
Pro. Mgr. & Asst. Pgm. Director ..... Chester Herman
Dir. of Publ. Relations & Publicity ..... James J. Cassidy
Chief Announcer ..... Chester Herman
General Mgr. of Music ..... Milton Weiner
Vice-President in Charge of Engineering ..... R. J. Rockwell
Farm Editor ..... Roy Battles

WSAI
CINCINNATI—ES. 1923
ABC

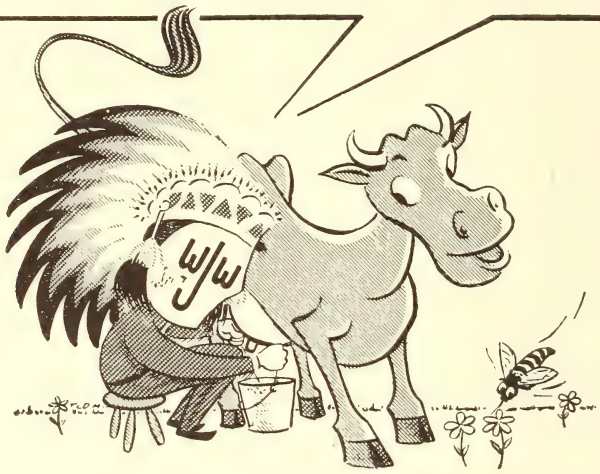
Frequency: 1360 Kc. ..... Power: 5000 Watts
Owned By ..... Marshall Field
Operated By ..... Buckeye Bcstg. Co.
Business-Studio Address .... 115 E. Fourth St.
Phone Number ..... Main 1068
Transmitter Location ..... Mt. Healthy
Air Time ..... 6 a.m.-1 a.m.
News Service ..... AP, UP
Transcription Service .... Thesaurus, Standard, Capitol
Representative ..... Avery-Knodel
Membership ..... NAB, BMB
President-Owner ..... Marshall Field
General Manager ..... Robert M. Sampson
Assistant General Manager ..... E. K. Bauer
National Sales Manager .. Robert H. Boulware
Program Director ..... James Leonard
Production Manager, Chief Announcer ..... Fred Harper
Publicity Director ..... Vonne Monsell
Musical Director ..... Bruce Scott
Chief Engineer ..... William E. Symons

WGAR
CLEVELAND—EST. 1930
CBS

Frequency: 1220 Kc. ..... Power: 50,000 Watts
Owned-Operated By .... The WGAR Bcstg. Co.
Business-Studio Address ..... Hotel Statler
Phone Number ..... Prospect 0200
Transmitter Location .. Broadview & Aikins Rd., Broadview Heights, O.
Air Time ..... 6 a.m.-3 a.m.
News Service ..... INS, UP
Transcription Service ..... Standard, Capitol
Representative ..... Edward Petry
Membership ..... NAB
President ..... G. A. Richards
Vice President, General Mgr. ..... John F. Patt
Sales Manager ..... Harry Camp
Sales Promotion Manager ..... Jack Roeder
Program Director ..... Reginald Merridew
Production Manager ..... Wayne Mack
Publicity Director ..... Manuel Eisner
Chief Announcer ..... Charles Roberts
Director of Music ..... Henry Pildner
Vice President in Charge of Engineering ..... R. Morris Pierce

CLEVELAND'S *Chief* STATION

PULLS FOR YOU!



You should know what the Hoopers show . . . that morning and afternoons . . . on programs or spots . . . WJW delivers more listeners per dollar than any other Cleveland station.

WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY - REED COMPANY

WHK

CLEVELAND—EST. 1921

MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..1311 Terminal Tower
Phone Number.....Prospect 5800
Transmitter Location.....Seven Hills Village
Air Time..7:15 a.m.-1 a.m., Sun.; 6:30 a.m.-1 a.m., Mon.-Fri.; 7 a.m.-2 a.m., Sat.
News Service.....AP, INS
Transcription Service.....ASCAP, BMI, Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
General Manager.....K. K. Hackathorn
Commercial Manager.....J. B. Maurer
Sales Promotion Manager..Henry Norweb, Jr.
Program Director.....C. M. Hunter
Production Manager.....B. Koeblitz
Publicity Director.....Paul Bairstow
Musical Director.....Willard Pott
Chief Engineer.....R. H. DeLany

WJMO

CLEVELAND—EST. 1947

Frequency: 1540 Kc.....Power: 1000 Watts
Owned-Operated By....The WJMO Bcstg. Co.
Business-Studio Address....2157 Euclid Ave.
Phone Number.....Superior 4424
Transmitter Location.....2157 Euclid Ave.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Adam J. Young, Jr.
Membership .....NAB
President .....W. J. Marshall
General-Station Manager.....Dave Baylor
Commercial Manager.....Robert De Ichon
Program Director, Production Manager .....Charles Dolan
Chief Announcer.....Howie Lund
Chief Engineer.....Larry Shipley

WJW

CLEVELAND—EST. 1943

ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....William M. O'Neil
Business-Studio Address.....1375 Euclid Ave.
Phone Number.....SU 0101
Transmitter Location.....N. Royalton, O.
Air Time..8 a.m.-1 a.m., Sun.; 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-2 a.m., Sat.
News Service.....Transradio, UP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB
President-Owner.....William M. O'Neil
Assistant to President.....Lawrence Webb
Commercial Manager (National)....Harold W. Waddell; (Local) W. J. Sylvester
Sales Promotion Manager....Frank H. Blumer
Program Director.....Charles V. Hunter
Publicity Director.....James E. Hansen
Chief Announcer.....Stanley Peyton
Chief Engineer.....Gerald G. Roberts

WTAM

CLEVELAND—EST. 1923

NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..815 Superior Ave.
Phone Number.....CHerry 0942
Transmitter Location.....Brecksville, O.
Air Time.....19½ hrs.
News Service.....AP, UP
Transcription Service....Thesaurus, Standard
Membership .....NAB, BMB
President .....Niles Trammell
General Manager.....John McCormick
Commercial Manager.....Harold Gallagher
Sales Promotion Manager.....H. A. Barton
Program Director.....Hal Metzger
Production Manager.....Fred Wilson
Publicity Director.....Neil M. Flanagan
Musical Director.....Walberg Brown
Chief Engineer.....S. E. Leonard
Farm Editor.....Jim Chapman

For Prestige . . .

AP

Membership!

GREATER CLEVELAND'S 1ST AND ONLY
FULL-TIME INDEPENDENT RADIO STATION

WSRS
CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Samuel R. Sague
Business-Studio Address..Radio Center Bldg., Cedar & Lee Rds.
Phone Number.....ERieview 2005
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service.....Lang-Worth, World, SESAC
Membership .....NAB
Owner, Chief Executive, General-Station Manager .....S. R. Sague
Production Mgr. .....Carter Wayne
Program Director.....Hugh Sanders
Chief Engineer.....H. A. Brinkman
Music Librarian.....Isabelle Edgar
Chief Announcer.....Chick Lind

WBNS
COLUMBUS—EST. 1924

CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radiohio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....ADams 9265
Transmitter Location.....1035 Barnett Rd.
Air Time .....Unlimited
News Service.....AP, PA
Transcription Service.....Thesaurus, Capitol
Representative .....John Blair
Membership .....NAB, BMB
President .....Richard S. Wolfe
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
National Sales.....Robert D. Thomas
Program Director.....Geer Parkinson
Promotion Director.....Jerome R. Reeves
Musical Director.....Paul Neal
Chief Engineer.....Lester H. Natzger
Farm Editor.....Bill Zipf

WCOL
COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Pixleys
Business-Studio Address....E. Broad at Young
Phone Number.....MAin 4581
Air Time.....19 hrs.
News Service.....AP, INS
Transcription Service.....World, Lang-Worth, Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
Executive Partner.....L. A. Pixley
General-Station Manager.....Jack Kelly
Commercial-Sales Promotion Manager .....Frank N. Jones
Program Director, Production Manager .....Al Albinger
Publicity Director.....Blanche Dohn
Chief Announcer.....George Lyman Arms
Musical Director.....Joe Weisberg
Chief Engineer.....Leo DeConnick
Farm Editor.....T. D. Harmon

WHKC
COLUMBUS—EST. 1921

MBS

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Cleveland Plain Dealer
Operated By.....United Bcstg. Co.
Business-Studio Address.....22 East Gay St.
Phone Number.....Adams 1101
Transmitter Location.....901 Obetz Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Lang-Worth, Cole
Representative .....Paul H. Raymer
Membership .....NAB, BMB
President .....Sterling Graham
General-Station Manager....Carl M. Everson
Commercial-Sales Promotion Manager .....Harry H. Hoessly
Program Director, Production Manager.....John B. Moses
Publicity Director.....Juanita Wilcox
Chief Announcer.....B. J. Sweeney
Musical Director.....Abram Ruvinsky
Chief Engineer.....Wm. B. Minor
Farm Editor.....George Zeiss

WTNS
COSHOCTON—EST. 1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By....Coshocton Bcstg. Co.
Business Address.....14 N. Main St.
Phone Number 1560
News Service .....UP
Transcription Service....Lang-Worth, Capitol, SESAC
Pres.-Gen. Mgr.....Bruce Wallace
Sta. Mgr. Pro. Dir.....Fred Dodge
Comm.-Prom. Mgr.....Richard H. Athey
Chief Engineer.....Ben Jones

WING
DAYTON—EST. 1921

Frequency: 1410 Kc.....Power: 5000 Watts
Owned By.....Great Trails Bcstg. Corp.
Operated By.....Radio Station WING
Business-Studio Address.....N. Main St.
Phone Number.....Adams 3288
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service...Lang-Worth, Standard
Representative .....Weed

Membership .....BMB
President .....Charles Sawyer
General Manager.....J. P. Williams
Station-Commercial Manager....F. G. Dykstra
Program Director.....Arthur Martin
Production Manager.....Charles Reeder
Publicity Director Assistant..Margaret Josten
Chief Announcer.....Jack Wymer
Musical Director.....Charles Reeder
Chief Engineer.....Lloyd House

WHIO

DAYTON—EST. 1935

CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Ad. 2261
Transmitter Location.....Hempstead Rd.
Air Time.....19 hrs. daily; 16 hrs. Sun.
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....James M. Cox, Jr.
General-Station Manager....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Sales Promotion Manager..Stanley G. Mouse
Program Director.....Lester G. Spencer
Publicity Director.....Lillian Jeffries
Chief Announcer.....Fred Brophy
Musical Director.....Henry Lange
Chief Engineer.....Ernest L. Adams
Farm Editor.....Samuel Steiger

WLIO (CP)

EAST LIVERPOOL

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottery Bcstg. Co.
Business Address.410 North Ave., Millvale, Pa.
Owners.....Earl D. Eisenhower, Dr. A. S. Sickman, J. Milton Hammond

WEOL (CP)

ELYRIA

Frequency: 930 Kc.....Power: 100 Watts
Owned-Operated By..Elyria-Lorain Bcstg. Co.
Business Address.....330 Second St.
Phone Number 2000
Pres.-Gen. Mgr.....Roy W. Ammel

"MARKETS ARE PEOPLE WITH BUYING POWER"

WHIO DAYTON COVERS

The No. 1 Market of the Miami Valley

WHIO, Dayton, listeners are solid citizens. 57% of 108,000 dwelling units in Dayton and Montgomery County are owner occupied. 97.5% of Dayton families and 97.1% of Montgomery County families are radio owners. Their effective buying power, estimated at $4,903 per family in 1947 ($1,263 higher than the national average), rests solidly on regular employment by manufacturers of world famous products like cash registers, business and accounting machines, electric refrigerators, electric motors, rubber tires, and many others.

BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Local and national advertisers know this. Fine programs, accurate newscasts, plus *real* public service keep WHIO first among Dayton stations.

WHIO 5000 WATTS BASIC CBS DAYTON, OHIO

NEWS: UP, AP, INS, and CBS' Best Shows

G. P. Hollingberry Company, Representatives
Harry E. Cummings, Southeastern Representative.

WFIN

FINDLAY—EST. 1941

KBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By....Fred R. Hover Estate
Business-Studio Address....500½ S. Main St.
Phone Number 1330
Transmitter Location.....Williams Rd.
Air Time..6:30 a.m.-local sunset; 7 a.m.-local sunset, Sun.
News Service .....INS
Transcription Service..Lang-Worth, Standard, SESAC, Cole
Membership .....NAB, BMB
General Manager.....Dimond Haver
Sales Manager.....M. C. Clark
Sales Promotion Manager....Richard K. Davis
Traffic Manager.....Jean Lamb
Chief Announcer, Farm Editor..Fritz Sorenson
Musical Director.....Margaret Truman
Chief Engineer.....Edgar C. Smith

WMOH

HAMILTON—EST. 1944

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Fort Hamilton Bcstg. Co.
Business-Studio Address..Second Natl. Bank Bldg.
Phone Number 4-6543
Transmitter Location.....Middletown Pike
Air Time....6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NAB
President, Managing Dir.....Herbert G. Pabst
Sales Manager.....Donald L. Chapin
Program Director.....Don J. Meeks
Chief Engineer.....Andrew F. Bruck
Farm Program Director.....Luella Engel

WLOK

LIMA—EST. 1936

NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....The Fort Industry Co.
Business Address.....506 New Center Bldg., Detroit 2, Mich.
Phone Number.....Trinity 17-700 Detroit
Studio Address.....1101 Natl. Bank Bldg.
Transmitter Location.....1424 Rice Ave.
Air Time.....18 hrs. daily; 16 hrs. Sun.
News Service .....AP
Transcription Service.....Frederic W. Ziv
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Station-Sales Promotion Manager, Publicity Director .....J. Robert Kerns
Commercial Manager.....Harry Jay
Program Director.....E. C. Ulrick
Chief Announcer.....Harley Lucas
Chief Engineer.....Darrel Hunter

WMAN

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address....Ohio Theater Bldg.
Phone Number 4235-6
Transmitter Location.....Longview Ave. at N. Main
Air Time....6:30 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President .....Monroe Rubin
General-Station Manager.....J. M. O'Hara
Commercial-Sales Promotion Manager .....Carl Kindt
Program Director, Production Manager .....Harry Lytle
Chief Engineer.....William E. Morrison

WMOA

MARIETTA—EST. 1946

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 201
Phone Number 6383
Transmitter Location....Williamstown, W. Va.
Air Time.....17½ hrs. daily; 16 hrs. Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Program Director, Chief Announcer .....Harold Haught
Chief Engineer.....Charles E. Clark

WMRN

MARION—EST. 1940

ABC—OHIO ASSN. OF BCSTRS.—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marion Bcstg. Co.
Business-Studio Address.....P. O. Box 518
Phone Number 3226-7
Transmitter Location.....P. O. Box 518
Air Time.....17 hrs.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Horace N. Stovin
Membership .....NAB, BMB, OAB
President, General-Station Manager .....Robert T. Mason
Commercial-Sales Promotion Manager .....Clark L. Dozer
Program Director, Production Manager .....Sanford Marshall
Publicity Director.....John Plank
Musical Director.....Richard Cook
Chief Engineer.....Francis J. Peters
Farm Editor.....Richard Kathe

WPFB

MIDDLETOWN—EST. 1947

Frequency: 910 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Paul F. Braden
Business Address.....Central Ave.
Phone Number 2-3625
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Pres.-Gen. Mgr.....Paul F. Braden
Comm. Mgr. Pro. Dir.....Ranny Daly
Promotion Manager.....Don Lyons

WPTW

PIQUA—EST. 1947

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By....Miami County Bcstg.
Business Address....1625 W. Covington Ave.
News Service .....AP
Transcription Service.....World, SESAC
Representative ..... Grant
Pres.-Gen.-Prom. Mgr.....Richard E. Hunt
Commercial Manager.....Carroll M. Ball
Asst. Chief Engr.-V.P.....George E. Donahue
Secy-Treas, Chief Engr.....Byron F. London

WPAY

PORTSMOUTH—EST. 1935

CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....The Scioto Bcstg. Co.

Accent on Youth!

You profit twice when you buy time on WMRN. Teen-age acceptance of WMRN and the products it advertises is the *extra* dividend added to the proved high adult audience response among WMRN'S more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.

Get the facts about this responsive audience! For results right now this well-to-do section of Ohio can be easily and economically sold on your product, and an exceptionally large number of teen-age listeners can be reached at the same time. Both adults and teen-agers stay tuned to WMRN. Address inquiries to Robert T. Mason, general manager, WMRN, Marion, Ohio.

WMRN

Marion OHIO

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Business-Studio Address.....1009 Gallia St.
Phone Number.....Portsmouth 1010
Transmitter Location.....1009 Gallia St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....William G. Rambeau
Membership .....NAB, BMB
Chief Executive.....Eugene Carr
Station-Commercial Manager..Gerald F. Boyd
Sales Promotion Manager, Publicity Director .....Carl Bodner
Program Director, Production Manager .....Floyd Jackson
Chief Announcer.....Jerry Grove
Musical Director.....Dorothy Page
Chief Engineer.....Maurice Myers
Farm Editor.....Frank Balmert

WLEC

SANDUSKY—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Lake Erie Bcstg. Co.
Business Address..Cleveland Rd. & Huntington Streets
Phone Number 5170
News Service .....PN
Transcription Service.....Lang-Worth, World
President.....Lloyd A. Pixley
V.P.-Gen. Mgr.....Albert E. Heiser
Secty-Dir.....J. H. Kelly
Commercial Mananger.....Louis E. Mahla
Promotion Manager.....Donald Dean
Program Director.....J. Wagner
Chief Engineer.....George F. Buehrle

WIZE

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Voice of Springfield, Inc.
Business-Studio Address..115-117 W. High St.
Phone Number 3-4955
Transmitter Location....115-117 W. High St.
Air Time.....18 hrs. daily
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership .....BMB
President .....Charles Sawyer
General Manager.....J. P. Williams
Station-Commercial Manager..Adna H. Karns
Program Director.....Robert Terry
Production Manager.....Robert Christol
Publicity Director.....Yvonne Roberts
Musical Director.....Ernie Kendrick
Chief Engineer.....Victor L. Bushong

WJEL

SPRINGFIELD—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Operated By....Champion City Bcstg. Co.
Business Address.....101 N. Fountain Ave.
Partners.....Dr. Delbert Joseph Parsons, John E. Harwood, Bill Erin

WWSO

SPRINGFIELD—EST. 1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Operated By....Radio Springfield, Inc.
Business Address.....Springfield, Ohio
Phone Number 3-6488
News Service .....AP
Transcription Service.....Thesaurus, World
President .....Gus Sun
Gen.-Comm. Mgr.....O. R. Bellamy
Promotion Manager.....Dave Sawyer
Program Director.....Virginia Weber
Chief Engineer.....Robert Cory

WSTV

STEUBENVILLE—EST. 1940

MBS

Frequency: 1340 Kc.....Power 250 Watts
Owned-Operated By....The Valley Bcstg. Co.
Business-Studio Address....Exchange Realty Bldg.
Phone Number 2-6265
Transmitter Location.....Altamont Heights
Air Time.....7 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative ....Joseph Hershey McGillvra
General-Station-Commercial Manager .....John J. Laux
Sales Promotion-Production Manager, Program-Publicity Director.....George H. Wilson
Chief Announcer.....William Brabson
Musical Director.....Thomas Arim
Chief Engineer.....Charles Shepherd
Farm Editor.....Frank Taylor

WSPD

TOLEDO—EST. 1921

NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By....The Fort Industry Co.
Business-Studio Address.....Bcst. Bldg., 136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....R.F.D. Oregon Rd., Rossford, O.
Air Time..6 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
News Service.....AP, INS, UP

Transcription Service..Thesaurus, Lang-Worth, Standard
Representative .....Katz
Membership .....NAB, BMB
President .....George B. Storer
Station Manager.....E. Y. Flanigan
Commercial Manager....Westford F. Shannon
Sales Promotion Manager...O. William Myers
Program Director.....Glenn C. Jackson
Production Manager.....Robert B. Evans
Musical Librarian.....Gene Williams
Chief Engineer.....Wm. M. Stringfellow
Farm Editor.....Harley West

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location....Byrne & Arlington Rds.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service..Standard, Associated, SESAC, Lang-Worth
Representative .....Sears & Ayer
Membership .....NAB
President .....Stanley Speer
Station Manager.....Sunne Miller
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—EST. 1938

ABC—OHIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Business-Studio Address.....Bell Bldg.
Phone Number.....Ad. 3291
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Frazier Reams
General Manager.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Program Director.....Karl R. Nelson
Publicity Director.....Francis McNerney
Chief Engineer.....John Sheehan
Farm Editor.....Ken Lawrence

WRRN

WARREN—EST. 1941

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens, Inc.
Business-Studio Address.....108 Main St.
Phone Number 2212-9
Transmitter Location.....710 Main St.
Air Time.....6:45 a.m.-12 M.
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Perry H. Stevens
General-Station Manager.....E. J. Pryor
Commercial Manager.....F. B. Cannon
Program Manager.....Richard G. Oram
Chief Engineer.....Robert V. Kinney
Farm Editor.....Charles R. Cleaver

WWST

WOOSTER—EST. 1947

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Operated....Wooster Republic Ptg. Co.
Business Address.....Wooster, Ohio
Phone Number 760
News Service .....AP
Transcription Service.....Standard, World
President.....Raymond E. Dix
General Manager.....Harold D. Schaaf
Commercial Manager.....Ted Evans
Program Director.....James Rowe
Chief Engineer.....Russell Grunder

WRFD

WORTHINGTON—EST. 1947

Frequency: 880 Kc.....Power: 500 Watts d.
Owned-Operated By.....Peoples Bcstg Corp
Business Address.....649 High St.
News Service.....AP, INS
Transcription Service.....Lang-Worth, SESAC
President.....James H. West
Station-Sales Mgr.....Edgar Parsons
Sales Promotion Mgr.....Joseph D. Bradshaw
Program Director.....William Meredith
Chief Engineer.....Royce O. Woodward

WFMJ

YOUNGSTOWN—EST. 1939

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WFMJ Bcstg. Co.
Operated By.....William F. Maag, Jr.
Business-Studio Address....101 W. Boardman
Phone Number 3-4121
Transmitter Location....101 W. Boardman St.
Air Time....6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service....Standard, Thesaurus
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....William F. Maag, Jr.
National Sales.....Phil Wood
Program Director.....Robert B. Mackall
Chief Announcer.....William Crooks
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Business-Studio Address..17 N. Champion St.
Phone Number 4-2122
Transmitter Location.....3430 Sunset Blvd.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Paul H. Raymer
Membership .....NAB, BMB
President, General Mgr...W. P. Williamson, Jr.
Station-Commercial Manager....J. L. Bowden
Sales Promotion.....Howard Rempes
Program Director.....Baldwin Harper
Chief Engineer.....B. T. Wilkens
Farm Editor.....Stuart Wilson

WHIZ

ZANESVILLE—EST. 1924

NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address..Lind Arcade Bldg.
Phone Number 6000
Transmitter Location.....Newark Rd.
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Clay Littick
General Manager.....Vernon A. Nolte
Commercial Manager.....Nate Milder
Program Director.....Robert Maley
Chief Engineer.....Charles E. Hartmeyer

OKLAHOMA

Estimated Population 2,311,000—% Increase —1.1—Radio Homes 499,018
Farms with Radios 122,148—Stations in State 35

KADA

ADA—EST. 1934

ABC—OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Morris
Business-Studio Address..First Natl. Bank Bldg.
Phone Number 1212
Transmitter Location.....N. of Ada, Okla.
Air Time.....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB
Owner .....C. C. Morris
General Manager.....James M. Griffith
Commercial Manager.....Leroy W. Moses
Program Director.....Bill Hoover
Publicity Director.....Betty Hughes
Chief Engineer.....Harold Walker

KWHW

ALTUS—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Altus Bcstg. Co., Inc.
Business-Studio Address.....205½ N. Main
Phone Number 1405
Transmitter Location.....1 mi. N. of Town
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Homer Griffith
Membership .....NAB
President, General Mgr...Frank E. Wimberly
Commercial Manager.....Jon Wagner
Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—EST. 1935

ABC—OKLAHOMA NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Phone Number 3030
Air Time.....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President-Owner.....John F. Easley
General-Station Manager.....Albert Riesen
Commercial Manager.....Hillis Bell
Sales Promotion Manager.....John E. Riesen
Program Director.....Dolly Dutton
Chief Engineer.....Wm. Kolb

KWON

BARTLESVILLE—EST. 1942

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Bartlesville Bcstg. Co.
Business Address..100 Union Natl. Bank Bldg.
Phone Number 1400
Transmitter Location.....U. S. Highway 75
Air Time.....6:30 a.m.-11 p.m.

News Service .....AP
Transcription Service.....Standard
Membership ..... NAB
Pres.-Gen.-Comm. Mgr.....J. Fred Case
Chief Engineer.....John W. Overstreet

KWCO

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By..Washita Valley Bcstg. Corp.
Business-Studio Address.....Briscoe Bldg.
Phone Number 2899
Transmitter Location..Grand Ave., Off U. S. 81
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President, Chief Engineer..George C. Robinson
General Manager.....James B. Quattlebaum
Station Manager.....John Steele
Commercial Manager.....Len Lyon
Program Director.....George P. Miller

KRHD

DUNCAN—EST. 1947

MBS

Frequency: 1350 Kc.....Power: 250 Watts d., 100 Watts n.
Owned-Operated By.....Duncan Bcstg. Co.
Business Address.....P. O. Box 1192
Phone Number 1350
News Service .....UP
Transcription Service .....Capitol
Chief Owner.....R. H. Drewry
Gen.-Comm.-Prom Mgr.....W. Edward Evans
Program Director.....Jack Raymond
Chief Engineer.....W. E. Billington

KDUR (CP)

DURANT

Frequency: 1540 Kc.....Power: 250 Watts
Owned-Operated By.....Texhoma Bcstg. Co.
Business Address.....321 W. Main St.

KSEO

DURANT—EST. 1947

KBS

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Operated By....Bennett & R. F. Story
Business Address.....129½ N. Third Ave.
Phone Number 102
Studio-Transmitter Location....W. of City on Highway 70
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
Partners.....Bennett Story & R. F. Story
General-Station Manager.....Weldon Stamps
Commercial-Sales Promotion Manager .....Gerald Sanders
Program Director.....Muriel Mix
Chief Announcer.....Jack Carter
Chief Engineer.....Bill Watters
Farm Editor.....Bob Beaty

KASA

ELK CITY—EST. 1932

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Southwestern Bcstg. Co.
Address.....204 N. Main St.
Phone Number 730
Transmitter Location.....204 N. Main St.
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
President-General Mgr.....Lonnie J. Preston
Commercial Manager.....J. A. Caldwell
Promotion Manager.....Bob Pace
Program Director.....Grace Caldwell
Chief Engineer.....George Fenter

KCRC

ENID—EST. 1929

ABC—OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Enid Radiophone Co.
Business-Studio Address.....Broadway Tower
Phone Number 447
Transmitter Location.....318 East Willow
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service....Standard, Thesaurus
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President.....Mrs. M. C. Garber
General Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Sales Promotion Manager...Hugh J. Finnerty
Program-Musical Director .....Dilmond D. Postlewait
Chief Announcer.....Jay Jones
Chief Engineer.....Murray D. Coleman

KTJS

HOBART—EST. 1947

KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....T. J. Shriner

KSWO

LAWTON—EST. 1941

ABC—OKLAHOMA NETWORK

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Oklahoma Quality Bcstg. Co.
Business-Studio Address.....17th & "E" Ave.
Phone Number 1380
Transmitter Location.—1½ mi. S.E. of Lawton
Air Time....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President .....R. H. Drewry
General Manager.....Allan Page
Commercial-Sales Promotion Manager .....Neil Ashlock
Program Director, Production Manager .....Morgan Roberts
Chief Engineer.....C. E. Billington

KTMC

McALESTER—EST. 1946

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Stanley O'Neill
Business-Studio Address.....Municipal Bldg.
Phone Number 2411-2
Transmitter Location..Corner Crisler Ave. & A St.
Air Time.....17 hrs. daily
News Service .....AP
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President-Owner, General Manager .....J. Stanley O'Neill
Commercial-Sales Promotion Manager.....George L. Overton
Program- Publicity Director..Mollie Hutcheson
Production Manager, Musical Director .....Joan Cates
Chief Engineer.....Glenn Barnett
Farm Editor.....Jay Harmon

KOVE (CP)

MIAMI

Frequency: 910 Kc.....Power: 1000 Watts

KBIX

MUSKOGEE—EST. 1936

ABC—OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Oklahoma Press Publ. Co.
Business-Studio Address..910-913 Barnes Bldg.
Phone Number 302-3
Transmitter Location.....Barnes Bldg.
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President .....Tams Bixby, Jr.
Station-Commercial Manager..Paul A. Bruner
Program Director.....Frances Estes
Publicity Director.....Mavis Rogers
Chief Announcer.....LaMar Plummer
Chief Engineer.....Earl H. Graves
Farm Editor.....Forest Eaton

KMHU (CP)

MUSKOGEE

Frequency: 1380 Kc.....Power: 1000 Watts d., 500 Watts n.

KBYE

OKLAHOMA CITY—EST. 1947

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned By.....State Bcstg. Co.
Operated By.....Radio Station KBYE
Business-Studio Address.....108 N.W. 9th
Phone Number 7-3653-4
Transmitter Location.....57th & Eastern
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Lang-Worth, Cole
Representative .....Branham
Membership .....NAB
Partners.A. Earl Cullum, Jr. & James M. Collins
President.....A. Earl Cullum, Jr.
Vice President-Treasurer....James M. Collins
General Manager.....Tom Johnson
Station Manager.....Flora Luper
Sales Promotion Manager....O. C. Brown, Jr.
Musical Director.....David Tate
Chief Engineer.....Clyde Mosteller

KLPR

OKLAHOMA CITY—EST. 1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Oklahoma City Bcstg. Co.
Business Address....132½ W. Commerce St.
Phone Number 3-6358
Studio-Transmitter Location..73rd St. & Shields Blvd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President-Owner, General Mgr.....Byrne Ross
Station-Commercial Manager..Walter Colvin
Program-Musical Director....Kathleen Burkett
Chief Announcer.....Robert N. Chaddock
Chief Engineer.....Jack Richmond
Farm Editor.....Kelly West

In OKLAHOMA

It's

KOMA

OKLAHOMA CITY'S ONLY 50,000-WATT STATION

Joe Bernard, Gen. Mgr.

KTUL

TULSA'S ONLY EXCLUSIVE RADIO CENTER

5,000 WATTS DAY & NIGHT

John Esau, V. P. & Gen. Mgr.

Programs Geared to the Sooner Market

OKLAHOMA'S ONLY
C B S OUTLETS

Avery Knodel, Inc.
Natl. Representatives

KOCY

OKLAHOMA CITY—EST. 1938

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number 3-4333
Air Time....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service....Standard, Thesaurus
Representative .....Walker
Membership .....NAB, BMB
President .....John D. Thomas
General-Station Manager....M. H. Bonebrake
Commercial Manager.....George Tarter
Program Director.....Paul Buenning
Chief Announcer.....Carl McDaniel
Musical Director.....James D. Walker
Chief Engineer.....Royden R. Freeland

KOMA

OKLAHOMA CITY—EST. 1927

CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number 2-3291
Transmitter Location.....Moore, Okla.
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Capitol, Standard, Cole
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....John Griffin
General-Station Manager.....J. J. Bernard
Commercial Manager..Webster L. Benham, Jr.
Sales Promotion Manager....Raymond Ruff
Program Director.....Robert M. Eastman
Production Manager.....Perry Ward
Publicity Director.....Gerald Parrick
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Farm Editor.....Clarence Achgill

KTOK

OKLAHOMA CITY—EST. 1927

ABC
OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KTOK, Inc.
Business Address.....2004 Apco Tower
Phone Number 3-8352
Transmitter Location.....1800 West Main
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Taylor-Howe Snowden
Membership .....NAB, BMB
President.....O. L. Taylor
Gen.-Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Program Director.....Harold M. Shreve
Promotion Manager.....Phillip A. Kernan
Chief Engineer.....Clifford Easum

KTOW (CP)

OKLAHOMA CITY

Frequency: 800 Kc.....Power: 250 Watts d.

WKY

OKLAHOMA CITY—EST. 1928

NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Oklahoma Publ. Co.
Operated By.....WKY Radiophone Co.
Business-Studio Address...Shirvin Tower Hotel
Phone Number 3-4306
Transmitter Location....1¼ mi. E. of Britton, Okla.
Air Time.....19 hrs. daily
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....Katz
Membership .....NAB
President .....E. K. Gaylord
Station-Commercial Manager.....P. A. Sugg
Sales Promotion Manager.....Gene White
Program Director.....Hoyt T. Andres
Production Manager.....Paul Brawner
Publicity Director.....Gene White
Chief Announcer.....Wakefield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. J. Lovell
Farm Editor.....Edd Lemons

KHBG

OKMULGEE—EST. 1937

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Okmulgee Bcstg. Corp.
Business-Studio Address.....Petroleum Bldg.
Phone Number 3646-7
Transmitter Location.....20th & Seminole
Air Time.....5:54 a.m.-10:30 p.m.
News Service .....UP
Transcription Service..Lang-Worth, Keystone
Representative .....Sears & Ayer
Membership .....NAB, BMB
President-Owner, General Mgr.....Pat Buford
Commercial-Sales Promotion Manager, Publicity Director.....Lucille Buford
Program Director, Production Manager, Musical Director.....Miss Nova Clarke
Chief Announcer.....John Lenox, Jr.
Chief Engineer.....Chester Ludwick
Farm Editor.....E. R. Francis

KBLH

PAULS VALLEY—EST. 1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....James T. Jackson
Business Address.....110 E. Paul Ave.
Phone Number 105
News Service .....UP
President.....James T. Jackson

WBBZ

PONCA CITY—EST. 1927

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Adelaide Lillian Carrell
Business-Studio Address..615 W. Grand Ave.
Phone Number 3200-1
Transmitter Location.....615 W. Grand Ave.
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative .....Donald Cooke
Membership .....NAB
President-Owner, General-Commercial Manager .....Adelaide Lillian Carrell
Sales Promotion Manager.Charles D. Edwards
Program-Publicity Director, Production Manager .....Bill Maugans
Chief Engineer.....Nicholas J. De Francesco
Farm Editor.....Bill Parker

KSMI (CP)

SEMINOLE

Frequency: 1260 Kc.....Power: 500 Watts d.

KGFF

SHAWNEE—EST. 1930

ABC—OKLAHOMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Stauffer Publ., Inc.
Operated By.....KGFF Bcstg. Co., Inc.
Business Address.....P. O. Box 2059
Phone Number 4390-1
Studio Address.....Ninth & Bell Sts.
Transmitter Location..Shawnee Country Club., cor. of Bryan & Highland Sts.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President .....Oscar S. Stauffer
General Manager.....Roy J. Bowman
Commercial Manager.....D. Frank McGee
Sales Promotion Manager..Maxine E. Bowman
Program Director.....William A. Weaver
Chief Announcer.....Lowell Clark
Chief Engineer.....Joseph T. Gaskill

KSPI

STILLWATER—EST. 1947

MBS

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Operated By.....Stillwater Publ. Co.
Business Address.....P. O. Box 231
Phone Number.....1831 office; 1807 studio
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Burke, Kuipers & Mahoney
Membership .....NAB, BMB
President .....C. R. Bellatti
General-Station Manager.....L. F. Bellatti
Commercial Manager.....E. T. Condrey, Jr.
Program Director.....W. R. McKinsey

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Public Radio Corp.
Business-Studio Address.....Avey's Tulsa Coliseum
Phone Number 4-2401
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
President .....Sam E. Avey
General Manager.....Glenn Condon
Commercial Manager.....James L. Neal
Sales Promotion Manager....James C. Crosbie
Program Director.....Joan Wells
Production Manager.....Allen Franklin
Chief Engineer.....M. M. Donley

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address..Alvin Hotel, 7 E. 7th
Phone Number 5-5555
Transmitter Location.....21st & Yale
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....World, Standard, SESAC
Representative .....Forjoe
Membership .....NAB
President .....Fred Jones
General-Station Manager.....Lawson Taylor
Commercial Manager.....Jack Betz
Sales Promotion Manager.....Jack Fitzer
Program Director.....Jack Hoffman
Publicity Director.....Bill Bowers
Chief Announcer.....Bill Taylor
Musical Director.....Jack Hoffman
Chief Engineer.....Nathan Wilcox
Farm Editor.....Don Emmick

KOME

TULSA—EST. 1938

ABC—MBS—OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capitol Sales Corp.
Business-Studio Address.....8th & Main
Phone Number 3-4121
Air Time.....5:45 a.m.-11:30 p.m.
News Service .....AP
Transcription Service....Standard, Lang-Worth
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President .....Harry Schwartz
General-Station Manager.....Dick Campbell
Commercial Manager.....J. Howard Engle
Sales Promotion Manager....Gregg Chancellor
Program Director.....Hal Hough
Publicity Director.....Etta May Avery
Musical Director.....Sally Ann Grimes
Chief Engineer.....Roy Brown

KTUL

TULSA—EST. 1934

CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business-Studio Address...Boulder-on-the-Park
Phone Number 2-3191
Air Time.....18 hrs. daily
News Service .....UP
Transcription Service....Capitol, Lang-Worth, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....John Toole Griffin
Vice President, General Manager..John Esau
Commercial Manager.....L. A. Blust
Sales Promotion Manager.....Geo. L. Ketchum
Program Director.....Karl Jannsen
Production Manager.....Ed Neibling
Publicity Director.....Sadie Adwon
Chief Engineer.....Robert Snider

KFMJ

Tulsa

Oklahoma

"Oh, What

a

Beautiful

Day"

1050 On the Dial

KVOO

TULSA—EST. 1925

NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Operated By.....Southwestern Sales Corp.
Business-Studio Address.....Philtower Bldg.
Phone Number 2-2254
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....INS, UP
Transcription Service....Standard, Lang-Worth
Representative .....Edward Petry
Membership .....NAB, BMB
President .....P. Q. Proctor
Vice President, General Manager .....W. B. Way
Commercial Manager...Gustav K. Brandborg
Promotion Manager.....Robert Schonhoff
Program Director.....F. M. Randolph
Musical Director.....Joseph O'Neill
Chief Engineer.....L. W. Stinson
Farm Editor.....Sam Schneider

KSIW

WOODWARD—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Woodward Bcstg. Co.
Operated By.....James L. Todd
Business Address.....Box 508
Phone Number 1450
Studio-Transmitter Location.....22nd & Cedar
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Membership .....NAB
President .....David D. Price
Station Manager.....James L. Todd
Commercial-Sales Promotion Manager .....Herbert S. Swift
Program Director.....Harry Van Slycke
Chief Engineer.....Robert E. Davis

26TH YEAR

1922–1948

ONE OF THE GREAT STATIONS OF THE NATION

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

OREGON

Estimated Population 1,517,000—% Increase +39.2—Radio Homes 440,160
Farms with Radios 56,254—Stations in State 33

KWIL

ALBANY—EST. 1941

MBS—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette Bcstg. Co.
Business-Studio Address.....15th & Elm Sts., Albany; Hotel Benton, Corvallis
Phone Number....Albany 1234; Corvallis 1870
Transmitter Location.....15th & Elm Sts.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard, World
Representative....Homer Griffith, John Keating
Membership .....NAB, BMB
President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
General-Station Manager.....Chet Wheeler
Commercial Manager.....Hal Ryer
Program Director.....LeRoy Jolley
Publicity Director.....Carley Copenhaver
Chief Engineer, Farm Editor...Herb Davidson
Corvallis Manager.....Derwood Smith

KWIN

ASHLAND—EST. 1946

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Rogue Valley Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 305, 1160 Helman Rd.
Phone Number 2-1351
Transmitter Location.....1160 Helman Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Standard, Capitol
Representative....Homer Griffith, John Keating
Membership .....NAB, BMB
President .....M. S. Hamaker
General-Station Manager....R. B. Reinholdt
Commercial Manager.....E. P. Barnett
Program Director, Production Manager, Chief Announcer, Musical Dir.....Charles B. Field
Publicity Director.....Bob Reinholdt
Chief Engineer.....Ralph S. Click
Farm Editor.....Doyle D. Seely

KAST

ASTORIA—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Astoria Bcstg. Co.
Address .....Astoria, Ore.
General Manager.....L. E. Parsons

KBKR

BAKER—EST. 1939

THE OREGON TRAIL NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Business-Studio Address....First & Court Sts.
Phone Number 140
Transmitter Location.....East H St.
Air Time.....16 hrs. daily
News Service .....UP
Transcription Service .....Thesaurus
Representative.....W. S. Grant, John Keating
Membership .....NAB, BMB
Chief Owners....Marshall E. Cornett, Lee W. Jacobs
President.....Marshall E. Cornett
Managing Director.....Lee W. Jacobs
Station-Commercial Manager.....Kenneth B. Lockwood
Sales Promotion Manager, Publicity Director, Farm Editor.....Milton L. Levy
Program-Musical Director..Kenneth F. Holden
Production Manager, Chief Announcer .....Howard Simmons
Chief Engineer.....Sidney S. Williams

KBND

BEND—EST. 1938

MBS—DON LEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Central Oregon Bcstg. Co.
Business-Studio Address.....1101 Wall St.
Phone Number 848
Transmitter Location.....1101 Wall St.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President, General-Station Manager, Publicity Director .....Frank H. Loggan
Program Director, Production Manager, Farm Editor .....Kessler Cannon
Musical Director.....Roland McClure
Chief Engineer.....Robert Dickinson

KOOS

COOS BAY—EST. 1928

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Business-Studio Address.....505 Hall Bldg.
Phone Number 432-3
Transmitter Location.....Hall Bldg.

Air Time..6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.
News Service .....AP
Transcription Service .....World
Representative .....John Keating
Membership .....NAB
President-Owner.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Hal Shade
Commercial Manager.....Leonard Epling
Program Director.....Sara Spaugh
Chief Engineer.....Roger Spaugh

KWRO

COQVILLE—EST. 1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO Bcstrs.
Business Address.....Box 359 Coos Bay, Ore.
Partners....William E. Walsh, Walter L. Read

KRUL

CORVALLIS—EST. 1947

FrequencyS 1340 Kc.....Power: 250 Watts
Owned-Operated By..Pacific States Radio Co.
Business-Studio Address..1225 S. Fifteenth St.
Phone Number 1504-1178
Transmitter Location.....1225 S. Fifteenth St.
Air Time.....6:45 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative .....W. S. Grant
Membership .....NAB, BMB
President .....J. C. Haley
Station-Commercial Manager.....Phil Waters
Sales Promotion Manager.....James Bailey
Program Director, Production Mgr...C. W. Peck
Publicity Director.....Florence Gratowski
Chief Announcer.....Bill Karl
Musical Director.....Jeff Evans
Chief Engineer.....J. C. Haley, Jr.
Farm Editor.....Gene Kilgore

KODL

THE DALLES—EST. 1940

KBS

Frequency: 1230 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By....Western Radio Corp.
Business-Studio Address.....Scenic Drive
Phone Number 2300
Transmitter Location.....The Dalles
Air Time.....15 hrs. daily
News Service .....UP
Transcription Service.....McGregor, KBS
Membership .....NAB
President, General Mgr...V. Barney Kenworthy
Station-Commercial Mgr.....Paul E. Walden
Sales Promotion Manager.....Lee Phillips
Program Director.....Arthur Elliott
Chief Engineer.....Talmage McCartney

KASH

EUGENE—EST. 1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Air Ways, Inc.
Business Address.....P. O. Box 1600
Phone Number 4595
Studio-Transmitter Location....Day Island Rd.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service....Standard, Thesaurus
President, General-Station Manager .....Erven L. Kincaid
Commercial-Sales Promotion Manager .....D. C. Banta
Program Director, Production Manager .....Bruce Nidever
Publicity Director.....Clare Mattingly
Chief Announcer.....Harry Sackett
Musical Director.....Curtis Chezem
Chief Engineer.....William R. Riley
Farm Editor.....William Schneeflock

KORE

EUGENE—EST. 1927

MBS—DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Eugene Bcst. Station
Business Address.....Box 1032
Phone Number 3
Studio-Transmitter Location..27th & Willamette Sts.
Air Time....6 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
News Service.....AP, UP
Transcription Service .....World
Representative....John Keating, Homer Griffith
Membership .....NAB, BMB
President-Owner.....Violet G. Motter
General Manager.....L. W. Trommlitz
Commercial-Promotion Mgr.....C. R. Hillyer
Program Director.....Robert Eubanks
Chief Engineer.....Harold Gander

KUGN

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address.....P. O. Box 1400
Phone Number.....Eugene 2800
Transmitter Location.....Coburg Rd.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Station Representative.....W. S. Grant
Membership .....NAB
Co-Partners.....C. H. Fisher & B. N. Phillips
General-Station Manager....S. W. McCready
Commercial Manager.....L. N. Young
Program Director.....J. T. Hallock

Publicity Director.....Jim Prior
Musical Director.....Robert Whitely
Chief Engineer.....John Boren
Farm Editor.....Earl Britton

KUIN

GRANTS PASS—EST. 1939

DON LEE—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Oregon Bcstg. Co.
Business-Studio Address.....P. O. Box 148
Phone Number 4477
Transmitter Location.....Highway 199
Air Time.....17 hrs. daily
News Service .....AP
Transcription Service.....World, MacGregor
Representative .....W. S. Grant
Membership .....NAB, BMB
President .....A. E. Voorhies
General Manager.....Wm. B. Smullin
Station Manager.....E. A. Malone
Commercial Manager.....Glenn E. Nickell
Sales Promotion Manager.....Mae Dawson
Program Director.....Bill Smith
Production Manager.....Harry Carmichael
Publicity Director.....Beverly Clark
Chief Announcer.....M. J. Guardino
Musical Director.....Paul White
Chief Engineer.....N. L. Williams

KFJI

KLAMATH FALLS—EST. 1922

MBS—DON LEE

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KFJI Bcstrs.
Business-Studio Address.....203 Main
Phone Number 5155
Transmitter Location.....203 Main
Air Time.....17½ hrs. daily
News Service .....UP
Transcription Service .....World
Representative .....W. S. Grant
Membership .....NAB
President, General Manager.....W. D. Miller
Commercial-Sales Promotion Manager .....Jack Keating
Program Director, Production Manager, Chief Announcer .....Dick Maguire
Publicity-Musical Director....Dick Wentworth
Chief Engineer, Farm Editor .....William P. Grimes

KFLW

KLAMATH FALLS—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Herald Publ. Co. of Klamath Falls
Business-Studio Address.....1301 Esplanade
Phone Number 8115
Transmitter Location.....1301 Esplanade
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Homer Griffith
Membership .....NAB, BMB
President .....Frank Jenkins
General-Station Manager.....H. J. Chandler
Commercial Manager.....Max J. Frye
Program- Publicity Director....Marjorie Eagle
Production Manager.....Chuck Cecil
Musical Director.....Bill Williams
Chief Engineer.....Gilbert Walters
Farm Editor.....Paul Alexander

KLBM

LA GRANDE—EST. 1938

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Business-Studio Address....Old Oregon Trail
Phone Number 220
Transmitter Location.....Old Oregon Trail
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Standard, Keystone
Membership .....NAB, BMB
President.....Lee W. Jacobs
Station Manager.....John G. Jones
Commercial Manager.....Ken Lillard
Program Director.....Marjorie Pierce
Production Manager.....Jack Hatmaker
Chief Engineer.....Walt Abbott
Farm Editor.....Murray Durham

KMED

MEDFORD—EST. 1922

NBC

Owned-Operated By.....Medford Radio Corp.
Frequency: 1440 Kc.....Power: 1000 Watts
Address .....Ross Lane
Phone Number 4000
Studio Address.....Ross Lane
Transmitter Location.....Ross Lane
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Standard
Chief Owner-Gen. Mgr.....Mrs. W. J. Virgin
Commercial Manager.....James J. Dunlevy
Program Director.....Gladys LaMarr
Promotion Manager.....John S. Duffy
Chief Engineer.....Victor M. Califf

KYJC

MEDFORD—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Medford Printing Co.

Business-Studio Address.....Barnett Rd.
Phone Number 9200
Transmitter Location.....Barnett Rd.
Air Time...6 a.m.-12 M.; 8 a.m.-10 p.m., Sun.
News Service .....AP, UP
Transcription Service..Lang-Worth, Thesaurus, Cole
Representative.....W. S. Grant
Membership .....NAB
President .....Robert W. Ruhl
General Manager.....Gerald Latham
Station Manager, Chief Engineer .....Collin R. Matheny
Commercial Manager.....William Woodford
Program Manager.....Lee S. Bullis
Farm Editor.....Chester Stuart

KNPT (CP)

NEWPORT

Frequency: 1230 Kc.....Power: 250 Watts

KSRV

ONTARIO—EST. 1946

OREGON TRAIL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Business-Studio Address.....Box 540
Phone Number 212
Air Time.....6 am.-12 p.m.
News Service .....UP
Transcription Service....Capitol, World, NBC, Cole
Representative .....W. S. Grant
Membership .....NAB, BMB
President .....Olive B. Cornett
General Manager.....Lee W. Jacobs
Station Manager.....Gordon L. Capps
Commercial Manager.....John W. Powell
Sales Promotion Manager....Elliot B. Behrens
Program Director.....Ray Kozak
Chief Engineer.....Charles E. Harland
Farm Editor.....Charles Moore

KGON

OREGON CITY—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business Address.....Box 391
Phone Number 7111
Transcription Service.....Capitol, Cole, Lang-Worth, World
News Service .....AP
Partners.....T. V. Ehmsen, R. Jarman, Dr. J. Fitzgibbon, F. C. Bain
General Manager.....Floyd C. Bain
Office Manager.....Lawrence A. Read
Program Director.....Robert R. Roberts, Jr.
Acct. Executive.....Howard I. Jackson
Chief Engineer.....Temple V. Ehmsen

KWRC

PENDLETON—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Western Radio Corp.
Business-Studio Address....S.W. 6th St., P. O. Box 178
Phone Number 1425
Transmitter Location.....S.W. 6th St.
Air Time..6 a.m.-10:15 p.m.; 10:30 a.m.-9:15 p.m., Sun.
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Keating, Griffith
Membership .....NAB
President, General Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Commercial Manager.....A. L. Anderson
Program-Production Mgr...Edward J. Warmuth
Special Events Director....Clayton Carpenter
Chief Engineer.....James Leach

KALE

PORTLAND—EST. 1932

MBS—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned By.....Journal Publishing Co.
Operated By.....KALE, Inc.
Business-Studio Address....919 S.W. Taylor St. Bldg.
Phone Number.....Broadway 3484
Transmitter Location.....Sylvan, Oregon
Air Time.....5:45-12 M.; Sat., all night
News Service .....AP, UP
Transcription Service....Associated, Standard
Representative .....John Blair
Membership .....NAB
President .....P. L. Jackson
General Manager.....C. S. Jackson
Commercial Manager.....Norman A. Davis
Publicity Director.....Kelmar K. LeMaster
Chief Announcer.....Lou Gillette
Musical Director.....Al Uhles
Chief Engineer.....A. E. Richmond
Farm Editor.....Burton Hutton

KEX

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5000 Watts (CP 50,000 Watts)
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address....WRS—1619 Walnut St., Phila. 3, Pa.
Phone Number.....RIttenhouse 6-6870
Studio Address..1230 S.W. Main St., Portland
Station Phone Number.....Atwater 6214
Transmitter Location.....Clackamas, Oregon
Air Time....6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....INS, UP

Transcription Service.....Associated, SESAC
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....C. S. Young
Sales Manager.....Eldon Campbell
Sales Promotion Manager.....C. L. Burrow
Program Manager.....Melvin Bailey
Chief Engineer.....T. T. Ely

KGW

PORTLAND—EST. 1922

NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By..The Oregonian Publ. Co.
Business-Studio Address..1011 S.W. Sixth Ave.
Phone Number.....BEacon 6364
Air Time..6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
News Service.....AP, INS
Transcription Service.....Thesaurus, SESAC, Cole, Lang-Worth
Representative .....Edward Petry
Membership .....NAB, BMB
President.....Caroline P. Leadbetter
General Manager.....M. J. Frey
Station Manager.....H. Quenton Cox
Commercial Manager.....Jack N. Wassan
Sales Promotion Manager.....Bob Hancock
Program Director.....Homer Welch
Production Manager.....Thos. J. Swafford
Chief Engineer.....Harold C. Singleton

KOIN

PORTLAND—EST. 1925

CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....Atwater 3333
Studio Address.....New Heathman Hotel
Air Time.....6 a.m.-12 M.
News Service.....AP, INS, UP
Transcription Service.....World, Capitol, Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President-Owner .....Marshall Field
General-Station Mgr.....Harry H. Buckendahl
Program Director.....Ted W. Cooke
Production Manager.....Willard Mears
Promotion Director.....Marc Bowman
Chief Engineer.....L. S. Bookwalter
Farm Editor.....Luke Roberts

KPDQ

PORTLAND—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....John W. Davis
Business-Studio Address.....Oaks Park
Phone Number.....Vermont 6142
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Capitol
Representative .....Wm. G. Rambeau
President-Owner, General-Station-Commercial Manager .....John W. Davis
Program Director.....Donovan Zundel
Chief Announcer.....Curtis Faus
Chief Engineer.....Rodney Johnson

KWJJ

PORTLAND—EST. 1927

U. P. NETWORK

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Operated By.....KWJJ Bcst. Co., Inc.
Business-Studio Address...1011 S.W. 6th Ave.
Phone Number.....Atwater 4393-4-5
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service....Lang-Worth, Standard
Representative.....Burn-Smith, W. S. Grant
Membership .....NAB
President .....W. J. Jerman
General Manager.....John C. Egan
Station Manager.....W. J. Jerman
Commercial-Sales Promotion Manager, Publicity Director.....L. D. Henderson
Program Director, Production Manager .....Jerry Speerstra
Chief Announcer.....Art Morey
Musical Director.....Leah Holt
Chief Engineer.....Frank Hood

KXL

PORTLAND—EST. 1926

PACIFIC NORTHWEST BCSTRS.

Frequency: 750 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Orpheum Bldg.
Phone Number .....BR. 6451
Transmitter Location.....Town of Harmony, Clackemas County, Ore.
Air Time....6 a.m.-local sunset; 10:05 p.m.-2 a.m., Sun.
News Service .....UP
Transcription Service.....MacGregor, Lang-Worth, Keystone, Standard
Representative ..... Walker
Membership .....NAB
President, General-Station-Commercial Manager .....H. S. Jacobson
Program Director.....Fred Eichorn
Production Manager.....Jackson Fleming
Publicity Director.....Paul Robinson
Chief Engineer.....Ralph Mifflin
Farm Editor.....Ben Buisman

KRNR

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..News Review Company
Business Address.....134 N. Jackson St.
Phone Number 4
News Service .....AP
Transcription Service.....Standard, World, Cole, SESAC
Representative.....John Keating, Griffith
President .....Frank Jenkins
General Manager.....Iris Rice Helliwell
Commercial Manager.....Del McKay

KSLM

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address.....Senator Hotel Bldg.
Phone Number.....4831
News Service.....UP, AP
Transcription Service .....World
Representatives .....Grant
Membership .....NAB, BMB
President-Gen. Mgr.....Glenn McCormick
Business Manager.....Lee Bishop

KTIL

TILLAMOOK—EST. 1947

KBS

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Operated By..Tillamook Bcstg. Co., Inc.
Business Address.....Tillamook, Ore.
Phone Number 1122
News Service .....AP
Transcription Service.....Cole, World
Representative ..... Keating
President.....Fred H. Guyton
General-Comm. Mgr.....Robert W. Harris

KOCO

SALEM—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....B. Loring Schmidt
Business-Studio Address.....1426 Edgewater
Phone Number 3109, 3100
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Representative .....Wm. G. Rambeau
Membership .....NAB
President-Owner.....B. Loring Schmidt
General-Commercial Manager.....Al Schuss
Program-Publicity Director.....Dave Hoss

PENNSYLVANIA

Estimated Population 10,281,000—% Increase +3.8—Radio Homes 2,497,186
Farms with Radios 143,252—Stations in State 92

WHOL (CP)

ALLENTOWN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Allentown Bcstg. Corp.
Business Address.....508 Hamilton St.

WKAP

ALLENTOWN—EST. 1947

KBS

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By.....Allentown Bcstg. Co.
Business-Studio Address.....715 Hamilton St.
Phone Number 3-3166
Air Time.....Local sunrise to local sunset
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative ..... Forjoe
Membership .....NAB
President.....N. Joe Rahall
Station Mgr.-Program Dir.....Ben W. Muros
Com.-Promotion Mgr.-Pub. Dir....O. R. Davies
Chief Engineer.....C. Frank Cordaro

WSAN

ALLENTOWN—EST. 1923

NBC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By..Lehigh Valley Bcstg. Co.
Business-Studio Address....39-41 N. Tenth St.
Phone Number.....Allentown 9511
Transmitter Location...Route 1, Allentown, Pa.
Air Time.....7 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service.....AP, UP
Transcription Service.....Thesaurus, Standard
Representative .....Headley-Reed
Membership.....NAB, BMB
President.....J. Calvin Shumberger
Vice-President, Managing Dir., Station Mgr. .....B. Bryan Musselman
Commercial Office Mgr...Olivia P. Musselman
Program-Musical Director....George Y. Snyder
Production Manager.....William S. Davies
Chief Announcer.....John T. Van Sant
Technical Supervisor.....Reuel H. Musselman

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TELEVISION
FACSIMILE

WCAU

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Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Stations

WFBG

ALTOONA—EST. 1924

NBC—QUAKER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Business-Studio Address.....1320-32 11 Ave.
Phone Number 6467
Air Time.....17 hrs. daily
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Headley-Reed Co.
Membership .....NAB
President.....George P. Gable
Managing Dir.-Comm. Mgr.....John M. Snyder
Program-Publicity Dir.....Wilbert Ketner
Chief Engineer.....George Burgoon

WJSW

ALTOONA—EST. 1947

MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
500 Watts n.
Owned-Operated By.....Altoona Bcstg. Co.
Business-Studio Address...1413 Eleventh Ave.
Phone Number.....9301 Altoona, Pa.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Standard
Representative .....Burn-Smith
Membership .....NAB
President.....Herbert T. Wolf
General Manager.....T. W. Metzger
Station Manager.....James E. Moren
Comm. Mgr.-Program Dir.....Jerry McDevitt
Sales Promotion Mgr.....David Burkhart
Publicity Director.....Robert Michel
Chief Engineer.....C. Irving Metzger
Farm Editor.....Harvey Miller

WRTA

ALTOONA—EST. 1947

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..The Thompson Bcstg Co.
Business-Studio Address.....1421 12th Ave.
Phone Number 6646
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....SESAC, Thesaurus
Representative .....Radio Advertising
Membership .....NAB
President-Owner-General-
Station-Commercial Mgr.....Roy F. Thompson
Sales Promotion Mgr.-
Publicity Director.....J. Denny Stevens
Program Director.....Dorothy M. Jones
Production Manager.....Robert Klar
Chief Engineer.....George R. Burgoon
Farm Editor.....Robert Michael

WVAM (CP)

ALTOONA

Frequency: 1430 Kc.....Power: 1000 Watts
Business Address.....423 Central Trust Bldg.

WAVL

APOLLO—EST. 1947

Frequency: 910 Kc.....Power: 1000 Watts d.
Owned-Operated By....Tri-Borough Bcstg. Co.
Business Address.....4th St. & Pa. Ave.
Phone Number 410
News Service .....UP
Transcription Service .....SESAC
Owners.....C. F. Clifton, A. J. West
General Manager.....C. F. Clifton
Commercial Manager.....A. J. West
Promotion Manager.....Carmen Tubby
Program Director.....H. Warren Anderson
Chief Engineer.....H. Edward Smith

WGPA

BETHLEHEM—EST. 1946

Frequency: 1100 Kc.....Power: 250 Watts
Owned-Operated By.....The Bethlehems'
Globe Publishing Co.
Business-Studio Address...426 Brodhead Ave.
Phone Number 6-8074
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....World, Capitol
Membership .....NAB
Vice-President-Owner.....Rolland L. Adams
General-Station Mgr.....Arthur McCracken
Commercial Manager.....Dave Knipe
Sales Promotion Manager.....Betty Gordon
Chief Engineer.....L. Edwin Rybak

WCNR

BLOOMSBURG—EST. 1946

Frequency: 930 Kc.....Power: 500 Watts d.
Owned-Operated By.....Columbia-Montour
Broadcasting Corp.
Business Address.....38 W. Main St.
Phone Number 1700
News Service .....AP
Transcription Service .....Thesaurus
President.....Robert R. Eyerly
Gen. Mgr.-Prog. Dir.....Ed. Darlington
Commercial Manager.....John B. Girton
Chief Engineer.....S. E. Davis

WLTR

BLOOMSBURG—EST. 1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bloom Radio, Inc.
Business Address.....1 Washington Place

WESB

BRADFORD—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Bradford Publications
Business Address.....43 Main St.
Phone Number.....3173, 7174
Studio Address.....Citizen's Nat'l Bank. Bldg.
Air Time.....7 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service .....AP
Transcription Service.....World, Standard
Membership .....NAB
General-Station Mgr.....Joseph M. Cleary
Commercial-Promotion Mgr..Arthur H. Hertlein
Program Director.....William Peters
Chief Engineer.....Benjamin Franklin
Technical Supervisor.....Earl F. Harlan

WISR

BUTLER—EST. 1941

KBS

Frequency: 680 Kc.....Power: 250 Watts
Owned By.....David H. Rosenblum
Operated By.....Butler Bcstg. Co.
Business-Studio Address.....357 N. Main St.
Phone Number.....4701-4702
Air Time.....Local Sunrise-Local Sunset
News Service.....UP
Transcription Service.....Lang-Worth, World
Representative ..... Forjoe
Membership.....NAB, BMB
President-Owner-
General-Station Mgr....David H. Rosenblum
Commercial Manager.....Kent L. Jeffrey
Sales Promotion-Program Dir.-
Production Manager.....Robert Kaufman
Publicity Director.....LaRue Hutter
Chief Engineer.....Paul Rex
Farm Editor.....Gladys Borne

WCHA

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.Chambersburg Bcstg. Co.
Business-Studio Address.....Craft Press Bldg.
Phone Number 1110-1111
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service .....Capitol
Representative ..... Forjoe
Membership .....NAB
Vice-Pres.-Gen.-Station Mgr.....John S. Booth
Commercial Manager....Thompson K. Cassel
Sales Promotion Mgr.....M. Goodwin Clarke
Program Director.....Chas. M. Cassel
Production Manager.....Allen Saunders
Publicity Director.....David Gesler
Musical Dir.-Farm Editor.....Earl Strine
Chief Engineer.....Joseph Rose

WESA

CHARLEROI—EST. 1947

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mongahela Valley
Bcstg. Inc.
Business Address.....Charleroi, Pa.
Phone Number.....30
News Service.....AP
Transcription Service.....Capitol, World
President.....Dr. A. S. Sickman
General Mgr.....Pierre Paulin
Sales Mgr.....C. F. Kreitzer
Chief Engineer.....Henry Niederkofler

WPWA

CHESTER—EST. 1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address.....Chester, Pa.
Phone Number.....3-1641
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....World, Capital
Membership .....NAB
President-Owner.....Lou Poller
General-Station Manager.....M. A. Mandel
Sales Promotion Manager.....Burton Levin
Program Director.....Charles Ross Capps
Chief Engineer.....Joe J. Goodman

WVCH (CP)

CHESTER

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Business Address.....Wolf Building
Phone Number 2-8861
News Service .....UP
Owner-Gen.-Comm. Mgr.-Chief Engr.
James M. Tisdale
Program Director.....Edna Whittington

WCVI

CONNELLSVILLE—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Connellsville Bcstrs., Inc.
Business-Studio Address.124 W. Crawford Ave.
Phone Number.....Connellsville 2700
Air Time.....17 hrs. daily
News Service .....UP
Transmitter Service.....Lang-Worth, SESAC
President-Gen.-Station Mgr....J. Wylie Driscoll
Chief Engineer.....C. W. Ross

WBUX (CP)

DOYLESTOWN

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith

WCED

DU BOIS—EST. 1939

CBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Country Bcstg.
Address.....80 North Park Place
Phone Number 1700
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service..... Lang-Worth
Representative.....Joseph Hershey McGilvra
Membership .....NAB, BMB
President.....H. T. Gray
Gen. Mgr.-Prog. Dir.....Jason S. Gray
Commercial Manager.....Les Ryder
Promotion Manager.....Virginia Ryder
Chief Engineer.....Vernon Stahl

WEST

EASTON—EST. 1936

NBC—MUTUAL

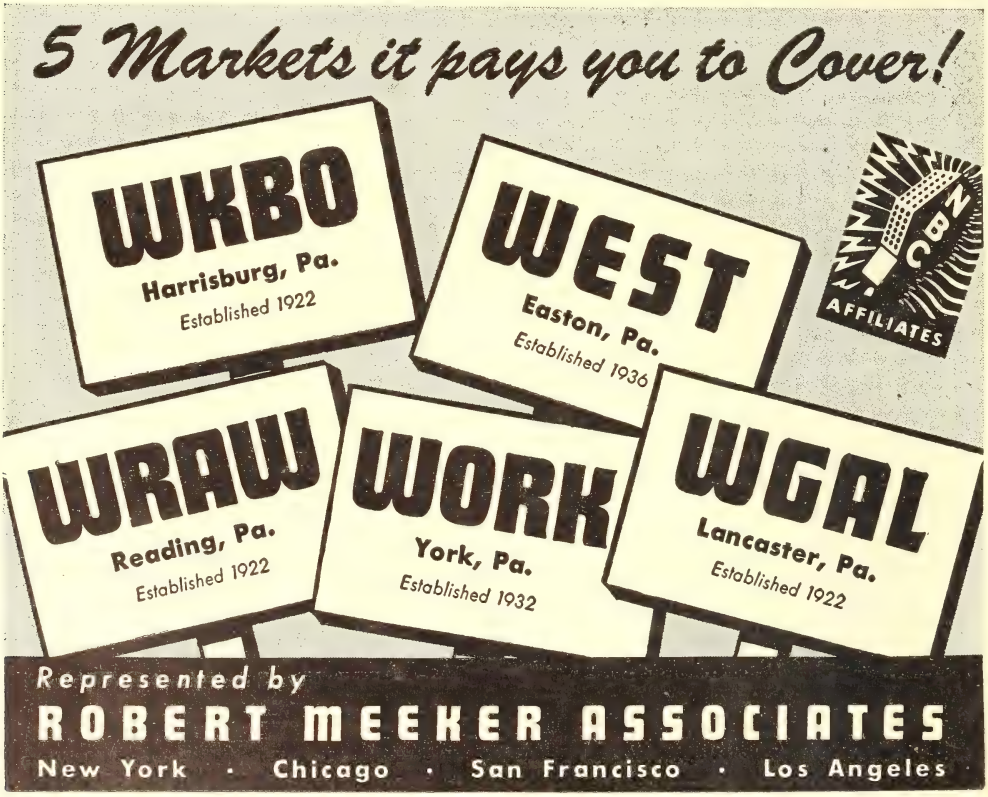
Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Associated Bcstrs., Inc.
Business-Studio Address..516 Northampton St.
Phone Number 6131
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Elwood C. Anderson
National Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Chief Engineer.....J. E. Mathiot

WERC

ERIE

NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Presque Isle Bcstg. Co.
Business-Studio Address....121 West 10th St.
Phone Number 26-918
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB
President .....Jacob A. Young
General Manager.....Charles E. Denny
Commercial Manager.....Frank Proudfoot
Program Director.....Virginia Donachy
Production Manager.....Arthur Ingram
Chief Engineer.....L. W. Cooke, Jr.



WLEU

ERIE—EST. 1935

ABC—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WLEU Bcstg. Corp.
Business-Studio Address.....Commerce Bldg., 12th & State Sts.
Transmitter Location.....Commerce Bldg., 12th & State Sts.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....World
President ..... Leo J. Omelian
Gen.-Station-Comm. Mgr.....V. Hamilton Weir
Secretary .....Miss Clara A. Thene
Musical Director.....Anthony Conti
Farm Editor .....Paul Crossman

WHJB

GREENBURG—EST. 1934

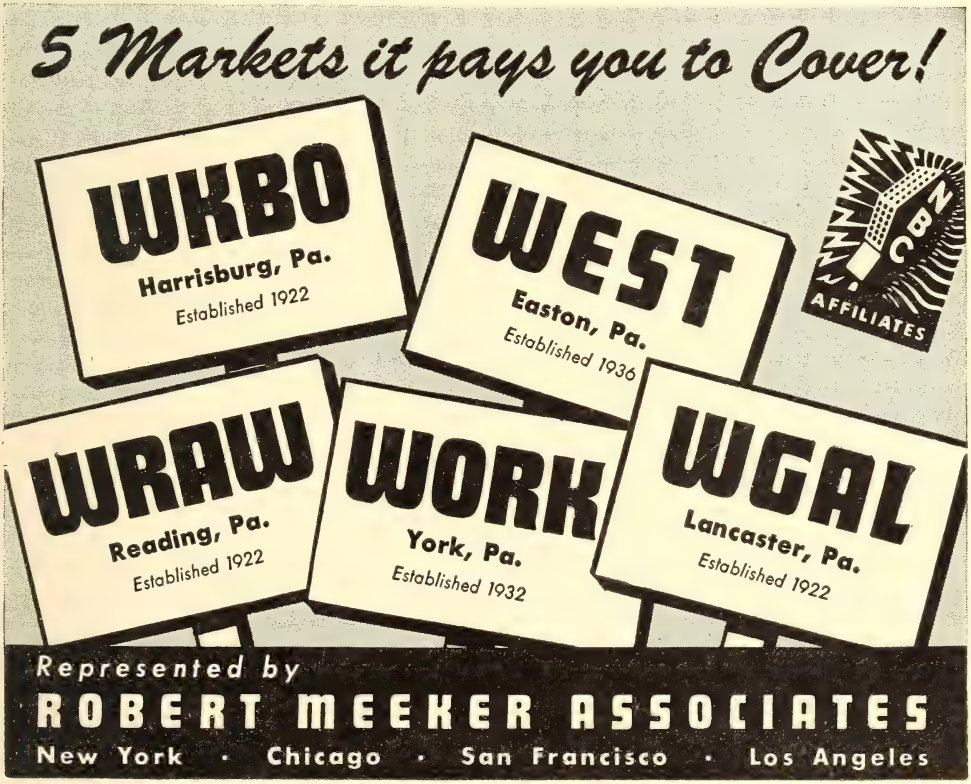
Frequency: 620 Kc.....Power: 250 Watts d. (CP—1000 Watts—unlimited)
Owned-Operated By.....Pittsburgh Radio Supply House
Business-Studio Address.....128 N. Penn Ave.
Phone Number 3740
Transmitter Location.....128 N. Penn Ave.
Air Time.....7 a.m.-Local Sunset
News Service .....UP
Transcription Service .....Long-Worth
Station Representative.....Rambeau
Membership .....NAB
President .....H. J. Brennen
General-Commercial Mgr....George J. Podeyn
Program Director.....John Howard
Chief Engineer.....Lyle L. Allen

WKBO

HARRISBURG—EST. 1921

NBC—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Keystone Bcstg. Corp.
Business-Studio Address.....31 N. Second St.
Transmitter Location.....Third & Walnut Sts.
Air Time .....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....C. G. Moss
National Sales Manager.....J. Robert Gulick
Program Director.....David Bennett
Chief Engineer.....J. E. Mathiot



WHGB

HARRISBURG—EST. 1945

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Harrisburg Bcstg. Co.
Operated By.....Herbert Kendrick
Business-Studio Address.....112 Market St.
Phone Number.....23456
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed
Membership.....NAB, BMB
Partners.....Herbert Kendrick & G. L. Hash
General-Commercial Mgr.....Herbert Kendrick
Program Director.....Jack Hooper
Production Manager.....Betsy Heagy
Chief Announcer.....Stan Bowman
Chief Engineer.....H. Glenwood Schlegel

WHP

HARRISBURG—EST. 1924

CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number 4-3211
Air Time.....6 a.m-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service .....AP, UP
Transcription Service....Associated, Standard
Representative .....Bolling
Membership.....NAB, BMB
Gen.-Station-Commercial Mgr...A. K. Redmond
Sales Promotion Mgr.....Beatrice M. Potteiger
Program-Publicity Dir.....Dick Redmond
Production Manager.....John Price
Musical Director.....David Shoop
Chief Engineer.....E. Daniel Leibensperger
Farm Editor.....George H. Wirt

WAZL

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazelton Bcstg. Co.
Business-Studio Address...708 Haz. Nat. Bank Bldg.
Transmitter Location..708 Haz. Nat. Bank Bldg.
Air Time.....6:30a.m.-1 a.m.
News Service .....UP
Transcription .....Thesaurus
Representative .....Radio Advertising
Membership.....NAB, BMB
President-Gen.-Station Mgr.....Victor C. Diehm

WAZL
HAZLETON

MEMBER OF NAB AND BMB
NBC AFFILIATE
9 OUT OF 10 FAMILIES
LISTEN TO WAZL
(BMB SURVEY)

LOCATED IN PENNSYLVANIA'S THIRD
LARGEST POPULATED COUNTY—A RICH INDUSTRIAL REGION

ANNUAL PAYROLL OF $55,000,000 IN OUR
COVERAGE AREA—PRACTICALLY ENTIRE AMOUNT SPENT HERE

•

FOR A BALANCED PARTICIPATION
IT COSTS AS LITTLE AS .0019c PER LISTENER

NBC
AFFILIATE

Commercial-Sales Pro. Mgr.....George Martin
Program Dir.-Chief Announcer....Don Murray
Production Manager.....Dave Davies
Publicity Director.....Kathryn Kahler
Musical Director.....John Stanziola
Chief Engineer.....Elwood Tito
Farm Editor.....Paul Brown

WHOD (CP)

HOMESTEAD

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By....Steel City Bcstg. Corp.
Business Address..1209 Grant Bldg, Pittsburgh

WHUN

HUNTINGDON—EST. 1946

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....The Joseph F. Biddle Pub. Co.
Operated By.....Radio Station WHUN
Business-Studio Address...400 Washington St.
Phone Number.....1291-1292
Transmitter Location.....27th & Murray Ave.
Air Time.....17½ hrs. Daily; 16 hrs. Sun.
News Service.....UP
Transcription Service..Standard, Cole, SESAC
President-General Manager....John H. Biddle
Station Manager.....Samuel L. Stroh, Jr.
Commercial Manager.....Irvin C. Mann
Program Director.....Cary H. Simpson
Chief Announcer.....Michael A. Croft, Jr.
Chief Engineer.....James H. Hopewell

WDAD

INDIANA—EST. 1945

CBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Indiana Bcst., Inc.
Business-Studio Address.Indiana Theater Bldg.
Phone Number.....1780-1-3
Transcription Location.....East Pike
Air Time.....7 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Standard, SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President-Owner-Gen. Mgr.....Paul J. Short
Station-Production Mgr.-
Program Director.....Paul B. McCandless
Commercial-Sales Promotion
Manager.....Frank J. Richards
Chief Announcer-Farm Editor.....Paul Flinn
Chief Engineer.....R. F. Mihalick

WARD

JOHNSTOWN—EST. 1946

CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Central Bcstg. Co., Inc.
Business-Studio Address.....235 Franklin St.
Phone Number.....81-216—81-217
Transmitter Location.....Prospect Hill
Air Time.....7 a.m.-1:30 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Weed
Membership.....NAB
President.....Paul B. Short
Vice-President-Gen. Mgr...George D. Gartland
Station-Sales Promotion Mgr....Chas. R. Petrie
Commercial Manager...Joseph E. Cavanaugh
Program Director.....Robt. G. Walter
Production Manager.....Robt. Nelson
Publicity Director.....Manana Britton
Chief Announcer.....Jerry Kreeger
Chief Engineer.....Millard Coleman

WCRO

JOHNSTOWN—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Century Bcstg. Corp.
Business-Studio Address.....317 Main St.
Transmitter Location.....Prospect Hill
Air Time..6:45 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
News Service.....INS
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.
Membership.....NAB
President.....John J. Keel
General Manager.....John F. Hanssen
Commercial Manager.....Dennis Gerken
Chief Engineer.....Rexford Ackley

WJAC

JOHNSTOWN—EST. 1925

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Business-Studio Address.....WJAC Bldg., 329 Main St.
Phone Number.....2-4361
Transmitter Location.....Tribune Annex
Air Time.....6:30 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m. Sun.
News Service.....AP
Transcription Service...Lang-Worth, Standard, Thesaurus
Representative.....Headley-Reed
Membership.....NAB, BMB
President-General Mgr.....J. C. Tully
Assistant General Station Mgr...John P. Foster
Program Director.....Campbell E. Patch
Chief Engineer.....N. L. Straub

WGAL

LANCASTER—EST. 1922

NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Business-Studio Address.....8 W. King St.
Phone Number.....5259
Transmitter Location .....8 W. King St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB
President .....Clair R. McCullough
Station Manager.....Walter O. Miller
National Sales Manager.....J. Robert Gulick
Program Director.....Ernest Stanziola
Chief Engineer.....J. E. Mathiot

WLAN

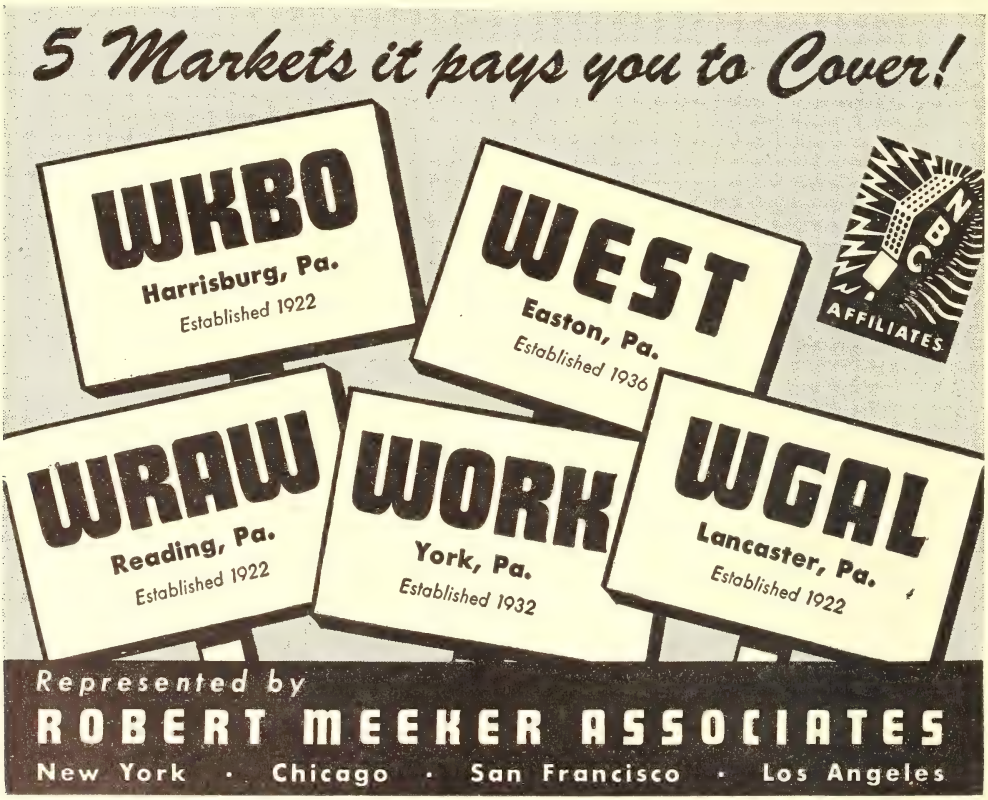
LANCASTER—EST. 1946

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Peoples Bcstg. Co.
Business-Studio Address....252 N. Queen St.
Phone Number.....7261
Transmitter Location.....Gypsy Hill Rd.
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative ..... Forjoe
Membership .....NAB
President-General-Station-Commercial-
Sales Promotion Manager..F. H. Altdoerffer
Program-Publicity Director-
Production Manager .....Mack Edwards
Chief Announcer.....Herb Golombeck
Musical Director.....Robert Q. Stetler
Chief Engineer.....Robert Love
Farm Editor.....Byron Phillips

WLBR

LEBANON—EST. 1946

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Business-Studio Address.....Central Bldg.,
8th & Cumberland Sts.
Phone Number 3900
Transmitter Location.....Hill Church
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service.....World



Representative .....Radio Advertising
Membership.....NAB, BMB
Secretary-Treasurer.....Lester P. Etter
Operations Manager.....Julian F. Skinnell
Commercial Manager.....Phillip J. Reilly
Production Manager.....Alan Bautzer
Publicity Director.....Jerry Weiss
Chief Announcer.....William Halpern
Chief Engineer.....M. Leonard Savage

WCMB

LEMOYNE—EST. 1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Rossmoyne Corp.
Business Address.....Lemoyne Theatre Bldg.
Phone Number 4-3005
News Service .....AP
Transcription Service .....Associated
President.....Edgar T. Shepard
V.P.-General Mgr.....Ed K. Smith
Commercial Manager.....John Heikes
Chief Engineer.....J. Howard Bair

WMRF

LEWISTOWN—EST. 1941

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewiston Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Phone Number.....Lewistown 6757
Transmitter Location .....Derry Township
Air Time.....7 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership.....NAB, BMB
General-Station Manager..Thomas W. Metzger
Commercial-Sales Promotion Mgr.-
Program Director .....Ralph S. Parker
Publicity Director.....Robert Wagner
Chief Announcer.....George Yack
Chief Engineer.....Bernard Bopp
Farm Editor .....Jim Cox

WBPZ

LOCK HAVEN—EST. 1947

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Lock Haven Bcstg. Corp.
Business-Studio Address....132½ E. Main St.
Phone Number 4038
Transmitter Location..Irvin St., Allison Twshp.
Air Time.....7 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....W. S. Grant
Membership .....NAB
President .....Donald C. Welch
General Mgr.-Program Dir....Paul M. Breining
Office Manager.....Mrs. Mildred Weber
Commercial Manager....Norman S. Caldwell
Production Mgr.-Publicity Dir.....Willard Poff
Chief Announcer.....Dave King
Chief Engineer.....Kenneth B. Caum
Farm Editor.....John B. McCool

WEDO

McKEESPORT—EST. 1946

Frequency: 810 Kc.....Power: 1000 Watts
Owned By.....Tri City Bcstg. Co.
Operated By.....Edward J. Hirshberg
Business-Studio Address.....547 Fifth Ave.
Phone Number.....7167-8-9—HO 3113
Transmitter Location...N. Versailles Township
Air Time.....Local Sunrise-Local Sunset
News Service .....AP, INS
Transcription Service..Thesaurus, Lang-Worth,
Capitol, MacGregor, Associated
Station Representative .....Burke,
Kuipers & Mahoney
Membership.....NAB, BMB
President-General-
Station Manager.....Edward J. Hirshberg
Commercial Manager .....John E. Karabin
Sales Promotion Manager.....P. McKim
Program Dir.-Production Mgr..Edward J. Patrick
Publicity Director.....Jerome Ripp
Chief Announcer.....Garry Goodwin
Musical Director.....Jimmy Rice
Chief Engineer.....Wilkes Hurley
Farm Editor.....Bob Badger

WMCK

McKEESPORT—EST. 1946

KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By....Mon-Yough Bcstg. Co.
Business-Studio Address.....516 Market St.,
Elks Temple
Phone Number.....7194 McKeesport
Transmitter Location.....Liberty Boro
Air Time.....7 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Standard, SESAC,
Keystone
Representative.....The Walker Co.
President .....George R. Raikes
General-Station Mgr.....Jack Craddock
Commercial-Sales Promotion Mgr...Roy Ferree
Program Dir.-Production Mgr.....Pat Haley
Chief Announcer.....Tommy Stillwagon
Chief Engineer.....Charles White

WBUD

MORRISVILLE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Morrisville Bcstg. Co.
Operated By..Verna Hardin & Francis E. Streit
Business-Studio Address....12 S. Penna. Ave.
Phone Number.....Morirsville 7434 & 5273
Transmitter Location.....Morrisville, Penna.
Air Time.....7 a.m.-12 M.

News Service ..... AP
Transcription Service ..... Capitol, World
Membership ..... NAB
General-Station Manager .. Richard M. Hardin
Commercial Manager ..... Jim Dollard
Sales Promotion Manager, Chief Announcer ..... Robert Kent
Program Director ..... William F. Hildenbrand
Production Manager ..... Chris Harwood
Musical Director ..... Rusty Austin
Chief Engineer ..... William Brewer

WHWL

NANTICOKE—EST. 1947

Frequency: 730 Kc. ..... Power: 1000 Watts d.
Owned-Operated By .... Radio Anthracite, Inc.
Business-Studio Address ..... 38 E. Main St.
Phone Number 1332, 1333, 2241
Transmitter Location ..... Avondale (Plymouth Township)
Air Time ..... Local sunrise-local sunset
News Service ..... AP, UP
Transcription Service ..... Capitol, Standard, SESAC
Representative ..... Forjoe
Membership ..... NAB, BMB
President-Owner ..... Henry W. Lark
General Manager ..... Milton Laughlin
Commercial Manager ..... Tom Durkin
Program Director ..... Thomas A. Bigler
Chief Engineer ..... Bernard Hyzinski

WKST

NEW CASTLE—EST. 1938

MBS

Frequency: 1280 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... WKST, Inc.
Business-Studio Address ..... Cathedral Bldg., E. Lincoln Ave.
Phone Number 5050
Transmitter Location .... Savannah Center Rd.
Air Time ..... 6:30 a.m.-12 M.
News Service ..... AP
Transcription Service ..... World
Representative ..... The Katz Agency
Membership ..... NAB, BMB
President, General Mgr. ..... S. W. Townsend
Station-Commercial Manager, Program Director ..... Arthur W. Graham
Sales Promotion Manager, Publicity Director ..... Al Francis
Production Manager, Chief Announcer ..... Charles Wilson
Musical Director ..... Shirley Kerr
Chief Engineer ..... Robert Emch

WKPA

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. ..... Power: 250 Watts d.
Owned-Operated By ... Allegheny-Kiski Bcstg.
Business-Studio Address ..... 810 Fifth Ave.
Phone Number 3534
Transmitter Location ..... E. Deer Township Allegheny County
Air Time ..... Local sunrise-local sunset
News Service ..... UP
Transcription Service . Lang-Worth, MacGregor, Cole, SESAC
Representative ..... Cox & Tanz
General-Station Manager ..... Edward J. Kroen
Chief Announcer ..... Michael Felock
Chief Engineer ..... W. W. Neely

WMGW

MEADVILLE—EST. 1947

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Dr. H. C. Winslow
Business-Studio Address ..... First Nat'l Bank Bldg., Chestnut St.
Phone Number 43-723
Air Time ..... 6:30 a.m.-12 M.
News Service ..... UP
Transcription Service ..... Thesaurus
Membership ..... NAB
Pres.-Owner ..... Dr. H. C. Winslow
Gen.-Sta. Mgr. ..... Victor C. Diehm
Commercial Manager .... Mrs. Lorraine Yuhasz
Program Director ..... Thomas Tito
Chief Engineer ..... Hoyt Stout

WNAR

NORRISTOWN—EST. 1946

Frequency: 1110 Kc. ..... Power 500 Watts
Owned-Operated By .... Rahall Bcstg. Co., Inc.
Business-Studio Address ..... 115 W. Main St.
Phone Number 7600
Air Time ..... Local sunrise-local sunset
News Service ..... UP
Transcription Service ..... Lang-Worth, World
Representative ..... Forjoe
Membership ..... NAB
President ..... N. Joe Rahall
Executive Director ..... Farris E. Rahall
Sta.-Comm. Mgr. ..... Tom Douds
Prog. Dir.-Chief Announcer .. Robert C. Ardrey
Chief Engineer ..... Franklin H. Bisbing

WKRZ

OIL CITY—EST. 1946

MBS—NORTHWESTERN PENN. NET—KBS

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By .. Kenneth E. Rennekamp
Business-Studio Address ..... Veach Bldg.
Phone Number ..... Oil City 4-1269
Air Time ..... 6:30 a.m.-12 M.
News Service ..... UP
Transcription Service ..... World
Representative ..... Joseph Hershey McGillvra
President-Owner ..... Kenneth E. Rennekamp
General Manager ..... C. Gene Gosch
Program Director ..... Frank Jacoby
Chief Engineer ..... Robert Shenberger

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50,000 aWtts
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....WRS—1619 Walnut St.
Phone Number.....RIttenhouse 6-6870
Station Address.....1619 Walnut St.
Station Phone Number.....LOcust 7-3760
Transmitter Location.....Whitemarsh, Pa.
Air Time....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service .....AP, UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....BMB

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....Gwilym A. Price
President .....Walter Evans
Vice President.....Walter E. Benoit
General Manager.....J. B. Conley
Sales Manager.....B. A. McDonald
Advertising-Sales Promotion Manager.....W. B. McGill
Program-Educational Dir.....Gordon Hawkins
Engineering Manager.....George E. Hagerty
Technical Field Director.....D. A. Myer
Director of Public Relations....C. M. Meehan
Manager, Industrial Relations....L. R. Rawlins
Auditor.....I. C. Ruby
Washington Representative.....F. P. Nelson

KYW PERSONNEL

President .....Walter Evans
Vice President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Robert E. White
Sales Manager.....Harvey McCall, Jr.
Advertising-Sales Promotion Manager.....Arthur C. Schofield
Program Manager.....James P. Begley, Jr.
Publicity Representative.....John P. Meagher
Musical Director.....Clarence Fuhrman
Chief Engineer.....Irvin N. Eney
Agricultural Director.....Ted Steele

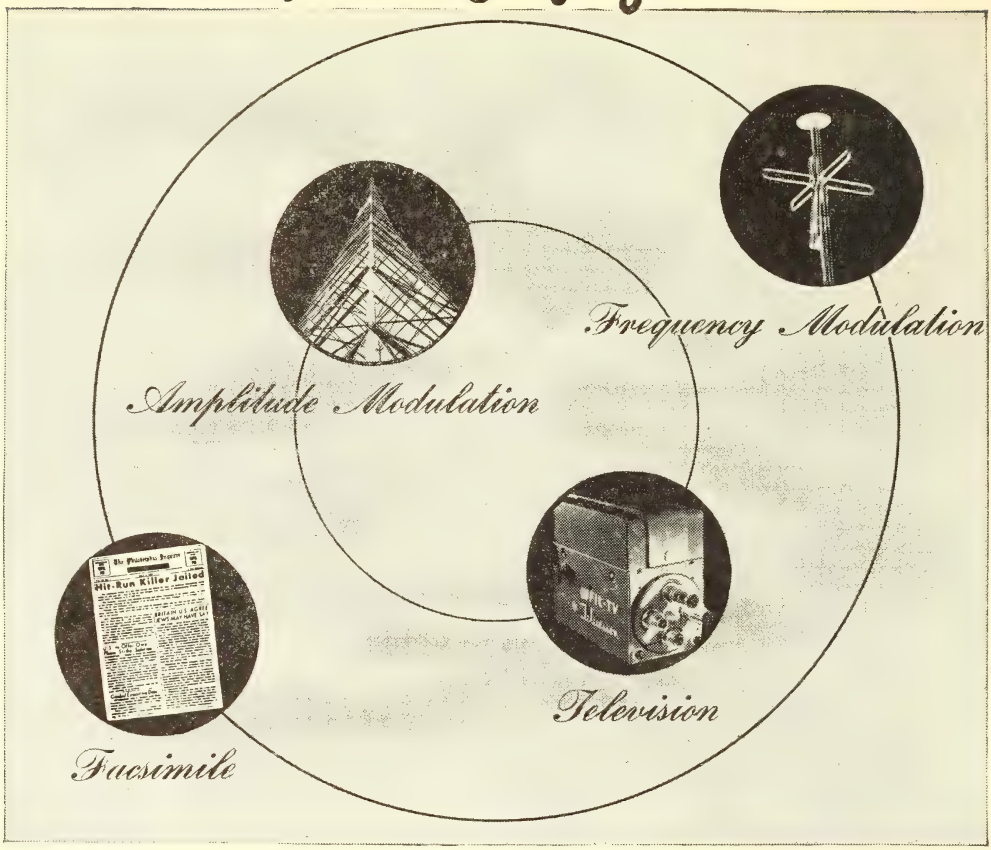
WDAS

PHILADELPHIA—EST. 1922

Frequency: 1400 Kc.....Power 250 Watts
Owned-Operated By....WDAS Bcstg. Sta., Inc.
Address.....1211 Chestnut Street
Phone Number.....Locust 7-7400
Transmitter Location.....Woodside Park
Air Time.....7 a.m.-12 M.
News Service .....AP

The
Best Dollar Buy
in Philadelphia
WDAS

pattern for progress..



For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the inauguration of service by WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion ... the spirit which assures the success of your WFIL program.

The Philadelphia Inquirer Station

WFIL *Philadelphia*

AN ABC AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Transcription Service.....Lang-Worth, World, SESAC
Representative .....Forjoe
Membership .....NAB, BMB
President.....William Goldman
General Manager.....Leslie W. Joy
Program Director.....Michael Deegan
Production Manager.....Gilbert Morris
Chief Engineer.....Frank W. Unterberger

WCAU
PHILADELPHIA—EST. 1922
CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Operated By..Philadelphia Record Co.
Business-Studio Address....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....Moorestown, N. J.
Air Time..5:25 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m., Sun.
News Service.....AP, UP
Transcription Service .....World
Representative..Bertha Bannan, Paul Raymer Co.
Membership .....BMB, FMA
General Manager.....Leon Levy
Asst. Gen. Manager.....Joseph L. Tinney
Sales Manager.....Alex Rosenman
Sales Promotion Manager....Robert N. Pryor
Program Director.....Joseph T. Connolly
Publicity Director.....John J. Kelly
Chief Announcer.....Hugh Walton
Musical Director.....Joey Kearns
Chief Engineer.....George Lewis
Farm Editor.....Amos Kirby

(See Page 591)

WFIL
PHILADELPHIA—EST. 1922
ABC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By..The Phila. Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....RIttenhouse 6-6900
Transmitter Location...Whitemarsh Township, Whitemarsh, Pa.
Air Time..5:45 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service .....Associated
Representative.....The Katz Agency
Membership .....NAB, BMB
General Manager.....Roger W. Clipp
Sales Director.....John E. Surrick
Promotion Director.....James T. Quirk
Program Director.....Jack Steck
Production Director.....Paul M. Frailey
Musical Director.....Norman Black
Chief Engineer.....Louis E. Littlejohn

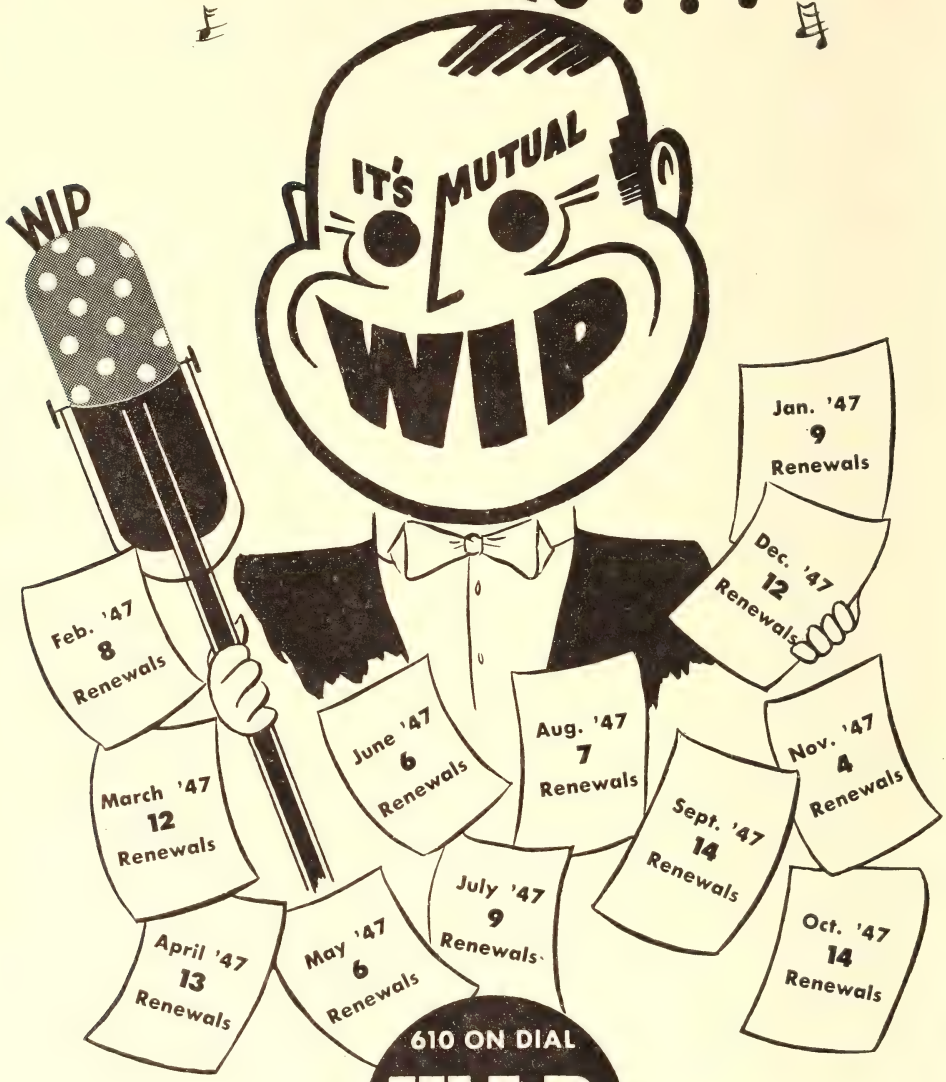
WHAT
PHILADELPHIA—EST. 1927

Frequency: 1340 Kc.....Power: 100 Watts (CP 250 Watts)
Owned-Operated By..Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....Rittenhouse 6-2058
Transmitter Location....Penn Sheraton Hotel, 39th & Chestnut St.
Air Time.....Shares time
News Service .....AP
Station Representative....Helen Wood Colton
Membership .....NAB
President, General-Commercial Manager.....William A. Banks
Station Manager,Program-Publicity Director .....Dolly Banks
Musical Director.....Annette Oromaner

WIBG
PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By..Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time.....5:30 a.m.-2 a.m.

THEY KEEP COMING BACK LIKE A SONG . . .



610 ON DIAL

WIP

WIP—FM

PHILADELPHIA'S PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Adam Young, Joe Lang
Membership .....BMB
President.....Paul F. Harron
General-Station-Commercial Manager.....Edward D. Clery
Sales Promotion-Production Manager, Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Farm Editor.....Elwood Stutz

WIP

PHILADELPHIA—EST. 1922

MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Penn. Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Transmitter Location.....Bellmawr, N. J.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....Edward Petry
Membership .....NAB, BMB
President-General Mgr....Benedict Gimbel, Jr.
V.-P., Asst. Gen. Mgr., Dir. of Sales...Gordon R. Gray
Sales Promotion Mgr.....Ralph H. Minton
Program Director.....Murray Arnold
Production Manager.....Varner Paulsen
Publicity Director.....Samuel S. Elber
Musical Director.....Milton Starr
Chief Engineer.....Clifford C. Harris

WJMJ

PHILADELPHIA—EST. 1947

Frequency: 1530 Kc....Power: 10,000 Watts d.
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel, 13th & Walnut Sts.
Phone Number.....Ki. 5-7000
Transmitter Location.....Pennsaucken, N. J.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....SESAC

WTEL

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Foulkrod Radio Engineering Co.
Business-Studio Address..4312-14 N. Broad St.
Phone Number..GLadstone 5-1310; DAvenport 4-4310
Transmitter Location....“H” St. & Wyo. Ave., Rowlandville
Air Time.....Shares time

For Prestige..

Be able to tell listeners that your station is a member of

AP

Radio members of The AP don't buy news! They share the news of the largest news-gathering organization in the world on a *cost* basis.

WPEN *does more than "speak your piece" for you*

Advertising does not end with the fade of a commercial's final word—not at WPEN!

Program and product promotion is a vital WPEN activity, pursued in cooperation with sponsors.

In addition to its own promotion and merchandising activities, WPEN, owned by the Sun Ray Drug Co., is able to use the parent company's merchandising facilities for display of promotional posters, distribution of program pamphlets and special window and counter displays throughout the Sun Ray Drug Co.'s 140 stores. These not only build larger audiences, but build SALES for WPEN sponsors.

950

WPEN AND WPEN-FM

THE SUN RAY DRUG STATIONS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Representative .....Forjoe
President, Program Director.....E. Douglass Hibbs
General Manager.....Henry N. Cocker
Chief Announcer.....Alan Stewart
Chief Engineer.....John Field

WPEN
PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Sun Ray Drug Co
Operated By.....Wm. Penn Bcstg. Co.
Business-Studio Address.....1528 Walnut St.
Phone Number.....Pennypacker 5-9490
Transmitter Location.....72nd & Race Sts.
Air Time..5:58 a.m.-1 a.m.; 6:58 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative .....Headley-Reed Co.
Membership .....NAB, BMB
President.....Albert J. Sylk
General Manager.....Edward C. Obrist
Comm. Mgr...Alexander W. Dannenbaum, Jr.
Sales Promotion Mgr.....Wm. B. Caskey
Program Director.....John L. McClay
Production Managers..Allen Grey, Gill Babbitt
Publicity Director.....Hank Enders
Musical Director.....Billy Marshall
Chief Engineer.....Charles W. Burtis

KDKA
PITTSBURGH—EST. 1920
NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Operated By.....Westinghouse Radio Stations Inc.
Business-Studio Address.....Grant Bldg.
Phone Number.....Grant 4200
Transmitter Location.....Allison Park
Air Time..5:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service.....AP, INS, UP
Transcription Service...Associated, Thesaurus
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
Vice President.....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....Joseph E. Baudino
Sales Manager.....George D. Tons
Advertising & Sales Promotion Manager.....David N. Lewis
Program Manager.....Franklin A. Tooke
Production Manager.....Edward P. Young
Publicity Representative.....Lee Curran
Musical Director.....Bernie Armstrong
Chief Engineer.....T. C. Kenney
Agricultural Director.....Homer H. Martz

KQV
PITTSBURGH—EST. 1919
MBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By..Allegheny Bcstg. Corp.
Business-Studio Address.....800 Chamber of Commerce Bldg.
Phone Number.....Atlantic 6802
Transmitter Location....Babcock Blvd., Ross Township
Air Time..7 a.m.-12:30 p.m.; 9 a.m.-12 M., Sun.
News Service .....UP
Transcription Service..Standard, Lang-Worth, SESAC
Representative .....Weed
Membership .....NAB
President.....Charles T. Campbell
Station-Commercial Mgr.....James F. Murray
Program Director.....W. M. Burns, Jr.
Publicity Director.....Virginia B. Reed
Chief Announcer.....James F. Thompson
Musical Director.....John P. Murphy
Chief Engineer.....Robert F. Hunt

WCAE
PITTSBURGH—EST. 1922
ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Business-Studio Address..William Penn Hotel, Pittsburgh, Penna.
Phone Number.....ATlantic 6900
Transmitter Location.....Baldwin Township, Allegheny County, Penna.
Air Time..5:45 a.m.-1 a.m.; 8:30 a.m.-12 M., Sun.
News Service.....AP, INS
Transcription Service.....Thesaurus, Capitol
Representative .....Katz
Membership .....NAB, BMB
President .....Leonard Kapner
Station Manager.....R. Clifton Daniel
Commercial Manager.....Carl Dozer
Merchandising Manager.....William Kelley
Production Manager.....John Leban
Publicity Director.....John Wilkoff
Chief Announcer.....Ralph Fallert
Musical Director.....Baron Elliott
Chief Engineer.....James Schultz

WJAS
PITTSBURGH—EST. 1921
CBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Pittsburgh Radio Supply House
Business-Studio Address....411 Seventh Ave., Chamber of Commerce Bldg.
Phone Number.....Grant 4860-1-2-3-4-5
Transmitter Location.....1459 Crane Rd., Greentree
Air Time.....7 a.m.-12:30 a.m.; 8:30 a.m.-12:30 a.m., Sun.
News Service.....Transradio, UP
Transcription Service .....Lang-Worth

Representative.....Wm. G. Rambeau
Membership .....BMB
President, General-Station Mgr...H. K. Brennen
Commercial-Sales Promotion
Manager.....J. H. Buchheit
Program Director.....James M. Hughes
Production Manager.....Charles M. Kerns
Publicity Director.....Marian Caughey
Chief Announcer.....Hilary Bogden
Musical Director.....Lee Kelton
Chief Engineer.....Walter W. McCoy

WPGH

PITTSBURGH—EST. 1947

WESTERN PENNA. NETWORK

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pittsburgh Bcstg. Co.
Business-Studio Address..220 N. Highland Ave.
Phone Number.....EMerson 5000
Transmitter Location.....2500 E. Lane
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Capitol
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....Henry A. Bergstrom
General Manager.....George L. Young
Program Director.....Dwight J. Merriam
Chief Engineer.....James A. McFarland

WPIT

PITTSBURGH—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Business-Studio Address....211 Smithfield St.
Phone Number.....Grant 0794-5-6-7
Transmitter Location.....Reserve Township,
Allegheny County, Pa.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service....Standard, Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....John J. Laux
General-Station Manager.....John L. Merdian
Sales Manager.....Charles C. Swaringen
Sales Promotion Manager.....Lee T. Sellars
Program Director, Production
Manager .....George Gailey
Publicity Director.....Walter Lafferty
Chief Announcer.....William Ewing
Musical Director.....Stella Grace
Chief Engineer.....John Berninger

WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WWSW, Inc.
Business-Studio Address.....Hotel Keystone
Phone Number.....Grant 5200
Transmitter Location.....331 Rising Main St.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Standard, Associated,
Lang-Worth, Cole
Representative .....Forjoe
Membership .....NAB
President, General Manager.....Pete Schloss
Commercial Manager.....Thos. B. Price
Program Director, Production
Manager .....Fred Joyner
Publicity Director.....Miss Jimmie Spanos
Chief Announcer.....Ray Schneider
Chief Engineer.....Henry R. Kaiser

WMAC (CP)

POTTSTOWN

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By....Radio Anthracite, Inc.

WPAM

POTTSVILLE—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Miners Bcstg. Service
Business-Studio Address..106 South Centre St.
Phone Number .....Pottsville 5050
Transmitter Location.....Lawton's Hill
Air Time.....7 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Homer Griffith
Membership .....NAB
Executive Partners.....Joseph L. Maguire &
James J. Curran
General-Station-Commercial
Manager.....Louis H. Murray
Sales Promotion Mgr.....Mrs. Jere H. Holden
Program Director.....William Dimmerling
Chief Announcer.....Joe Yorke
Musical Director.....Horace Richards
Chief Engineer.....George I. Hatfield

WPPA

POTTSVILLE—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Pottsville Bcstg. Co.
Business-Studio Address.....8 S. Second St.
Phone Number.....Pottsville 4744
Transmitter Location..Bull's Head, Old Miners-
ville Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
President-Owner, General-Station
Manager.....A. V. Tidmore
Commercial-Sales Promotion Mgr., Program
Director, Production Mgr.....John M. Naylor
Chief Announcer.....Jerry Gaines
Musical Director.....Llew Edwards
Chief Engineer.....Julius G. Thiel

WEEU

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts d. (CP 1000 Watts n.)
Owned-Operated By.....Berks Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number 7-335
Transmitter Location.....Spring Township
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service....Lang-Worth, SESAC, Associated
Representative.....George P. Hollingbery
Membership .....NAB
President-Owner .....Hawley Quier
General Manager.....Clifford M. Chafey
Sales Manager.....K. Richard Creitz
Program Director.....E. Lester Hoffmaster
Chief Engineer.....Harold Schearer

WRAW

READING—EST. 1922

NBC

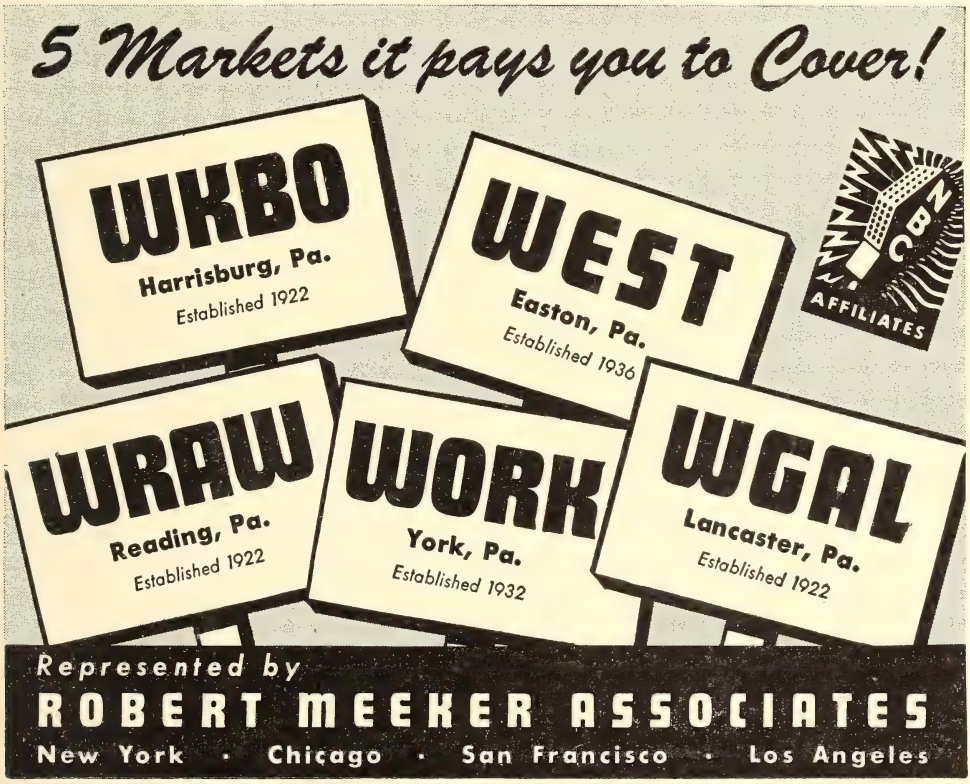
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Reading Bcstg. Co.
Business-Studio Address.....19 N. Fifth St.
Phone Number 7173
Transmitter Location.....Sixth & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
National Sales Manager....J. Robert Gulick
Program Director.....Calvin Jackson
Chief Engineer.....J. E. Mathiot

WHUM

READING—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 44805
Transmitter Location.....Old Wyomissing Rd.
Air Time.....7 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard



Representative .....Weed
Membership .....NAB
Vice-Pres., General Station Manager.....Robert G. Magee
Commercial-Sales Promotion Manager.....Richard G. Fichthorn
Public Service Dir.....Miss Eva Sandeffer
Chief Announcer.....Alan Lane
Musical Director.....A. Raymond Moore
Chief Engineer.....Joseph E. McCormack

WARM

SCRANTON—EST. 1938

ABC

Frequency:: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Union Bcstg. Co.
Business-Studio Address.....Bowman Bldg.
Phone Number 4-1148
Transmitter Location....701 O'Neill Highway, Dunmore, Pa.
Air Time.....17¼ hrs. daily
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB
President-General Manager..Martin F. Memolo
Commercial-Sales Promotion Manager.....William M. Dawson
Program Director, Production Manager .....Joe Salsburg
Publicity Director.....Mary E. Lynott
Chief Announcer.....Art Bolin
Musical Director.....George Perry
Chief Engineer.....A. W. Oschmann
Farm Editor.....Jessie Landenberger

WGBI

SCRANTON—EST. 1925

CBS

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By....Scranton Bcstrs., Inc.
Business-Studio Address.....1000 Wyo. Ave.
Phone Number.....Scranton 6296
Transmitter Location.....Drinker Turnpike
Air Time.....19 hrs., 5 min. daily
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President .....Frank Megargee
General-Commercial-Sales Promotion Manager, Publicity Director.....George D. Coleman
Station Manager.....R. E. McDowell
Program-Musical Director....Frank Monaghan
Chief Engineer.....K. R. Cooke

WQAN

SCRANTON—EST. 1923

Frequency: 910 Kc.....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....The Scranton Times
Air Time .....Limited

WSCR

SCRANTON—EST. 1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Operated By.....Lackawanna Valley Bcstg. Co.
Business-Studio Address.....116 Adams Ave.
Phone Number 5242
Transmitter Location.....1520 N. Keyser Ave.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Walker
Membership .....NAB, BMB
Station Manager.....Frank S. Blair
Sales Manager.....Joseph W. Dobbs
Program Director.....Frank P. Mansuy
Publicity Director, Chief Announcer.....Charles L. Muller
Musical Directors.....Margaret Petherick, Robert Brooks
Chief Engineer.....Malcolm MacMillan
Farm Editor.....Charles L. Muller

WISL

SHAMOKIN

Frequency: 1480 Kc.....Power: 1000 Watts d.
Owned-Operated By....Radio Anthracite, Inc.
Business Address.....Nat'l Dime Bank Bldg.

WPIC

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By..Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number 4113
Transmitter-Studio Location..Pine Hollow Blvd.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service....Capitol, Associated, World, Lang-Worth
Representative.....Adam J. Young, Jr.
President, General-Station Manager.....John Fahnline, Jr.
Sales Manager.....J. T. Van Sweringen
Program Director.....W. Paul Gamble
Production Manager.....Marc McCulloch
Publicity Director.....Evelyn L. Keller
Chief Announcer.....Harold Smith
Chief Engineer.....A. C. Heck

WMAJ

STATE COLLEGE—EST. 1945

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstr, Inc.
Address .....Glennland Bldg.

Phone Number 4959
News Service .....AP
Transcription Service .....Lang-Worth
Owners.....R. J. Kennard, W. K. Ulerich
General Manager.....Robert L. Wilson
Commercial Manager.....Sidney Friedman
Chief Engineer.....Douglas I. Beman

WHAB

STROUDSBURG—EST. 1947

Frequency: 840 Kc.....Power: 250 Watts
Owned-Operated By.....Pocono Bcstg. Co.
Business-Studio Address.....578 Main St.
Phone Number 1102
Transmitter Location....1 mi. S. of Stroudsburg on Route 90
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative.....W. S. Grant
General-Station-Commercial Manager.....Harold B. Newman
Program Director, Chief Announcer .....Joseph Webster
Chief Engineer.....George Reinhart

WVPO (CP)

STROUDSBURG

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pocono Record, Inc.
Business Address.....18 N. 7th St.

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Bcstg. Corp.
Business-Studio Address.....1150 N. Front St.
Phone Number.....Sunbury 1325-6-7
Transmitter Location.....1150 N. Front St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Cox & Tanz
Membership .....NAB
President.....Harry H. Haddon
Secretary & Treasurer.....Basse A. Beck
General Manager.....Homer R. Smith
Commercial Manager.....Michael J. Kane
Program Director.....Paul L. Miller
Chief Engineer.....John W. Keller

WMBS

UNIONTOWN—EST. 1937

CBS—ATLANTIC NETWORK

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Fayette Bcstg. Corp.
Business-Studio Address.....Fayette Title & Trust Bldg.
Phone Number 800
Transmitter Location.....Burgess Field, Fairchance
Air Time.....6:45 a.m.-1:05 a.m.
News Service .....UP
Transcription Service....Thesaurus, Standard
Representative .....Radio Advertising
Membership .....NAB
President, General-Station Manager.....Joseph C. Burwell
Commercial-Sales Promotion Manager.....Harry C. Burwell
Program-Musical Director.....Sullivan Sages
Production Manager, Chief Announcer .....Charles Underwood
Publicity Director.....Marian L. Johnston
Chief Engineer.....William J. Henzly
Farm Editor.....Rex Carter

WNAE

WARREN—EST. 1946

MBS

Frequency: 1310 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Northern Allegheny Bcstg. Co.
Business-Studio Address.....310 Second Ave.
Phone Number 3032-3
Transmitter Location.....Kinzua Rd., Warren
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
President, General-Station Manager.....A. David Potter, Jr.
Commercial Manager.....Frank Foster
Sales Promotion Manager...James W. Potter
Program-Publicity-Musical Director, Production Mgr., Chief Announcer.....LeRoy Schneck
Chief Engineer.....Homer Haines
Farm Editor.....Wiles Hallock

WJPA

WASHINGTON—EST. 1942

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Washington Bcstg. Co.
Business-Studio Address..George Washington Hotel
Phone Number 4870
Transmitter Location....N. Strabane Township
Air Time..7 a.m.-12:30 a.m.; 8 a.m.-12:30 a.m., Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Representative....Joseph Hershey McGillvra
General-Station Manager.....C. B. Heller
Commercial Manager.....Charles R. DuVall
Program Manager.....Elizabeth Leon
Publicity Director.....Stan Progar
Chief Engineer.....Horace E. Cooper

WBAX

WILKES-BARRE—EST. 1922

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number 3-0196
Transmitter Location....Edwardsville Borough, U. S. Route 11
Air Time.....7 a.m.-12 M.
News Service .....UP
Transcription Service .....Associated
Representative .....Burn-Smith
President-Owner.....John H. Stenger, Jr.
Program Director.....John H. A. Stenger, 3rd
Chief Engineer.....John H. Stenger, Jr.
Farm Editor.....Jim Hutchison

WBRE

WILKES-BARRE—EST. 1924

NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Business-Studio Address.....62 S. Franklin St.
Phone Number 3-3101
Transmitter Location.....Kingston, Pa.
Air Time.....7 a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President-Owner, General Manager.....Louis G. Baltimore
Station-Sales Promotion Manager.....David M. Baltimore
Sales Manager.....A. C. Baltimore
Program Director, Chief Announcer.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoski

WILK

WILKES-BARRE—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Wyo. Valley Bcstg. Co.
Business-Studio Address....88 N. Franklin St.
Phone Number 3-7165
Transmitter Location....Bawes Ave., Kingston, Penn.
Air Time.....16 hrs., 30 min. daily
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB
President.....Dr. I. C. Morgan

WBAX

26 YEARS OF SERVICE

TO

NORTHEASTERN PENNSYLVANIA

FIRST IN

PUBLIC SERVICE

SPORTS and

MUSIC

WBAX WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

General Manager.....Roy E. Morgan
Station Manager.....Thomas P. Shelburne
Commercial Manager.....Jerry Butler
Program Director.....Hal Berg
Chief Engineer.....Ted French

WRAK

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Business-Studio Address.....244 W. 4th St.
Phone Number 2-6116
Transmitter Location.....1561 W. 4th St.
Air Time...6:45 a.m.-12 M.; 8:30 a.m.-11:30 P.M., Sun.
News Service .....UP
Transcription Service .....Standard
Representative.....J. P. McKinney
Membership .....NAB, BMB
President.....E. M. Case
General Manager.....George E. Joy
Office Manager.....Jean Farstad
Commercial Manager.....J. Wright Mackey
Program Director.....Nancy Jane Person
Production Manager.....Irving A. Bendt, Jr.
Chief Announcer.....Leon Kelly
Chief Engineer.....Glen Sherman

WNOW (CP)

YORK

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Operated By..Bcst. Div. Helm Coal Co.
Business Address.....Sumner St. & WMRR
Phone Number 2168
News Service .....AP
Partners.....H. J. Williams, M. E. Cousler, Lowell W. Williams, Edward C. Hale
General Manager.....Lowell W. Williams
Chief Engineer.....Willis M. Weaver

For Prestige . . .

AP

Membership!

WRAK - WRAK-FM

250 Watts—1400 KC 3.2 KW—100.3 MG

It's the right combination for a REAL selling campaign in the Williamsport market.

AFFILIATE

National Representative:
J. P. McKINNEY and SON
New York—Chicago

WILLIAMSPORT, PENNSYLVANIA

WORK

YORK—EST. 1932

NBC—MBS

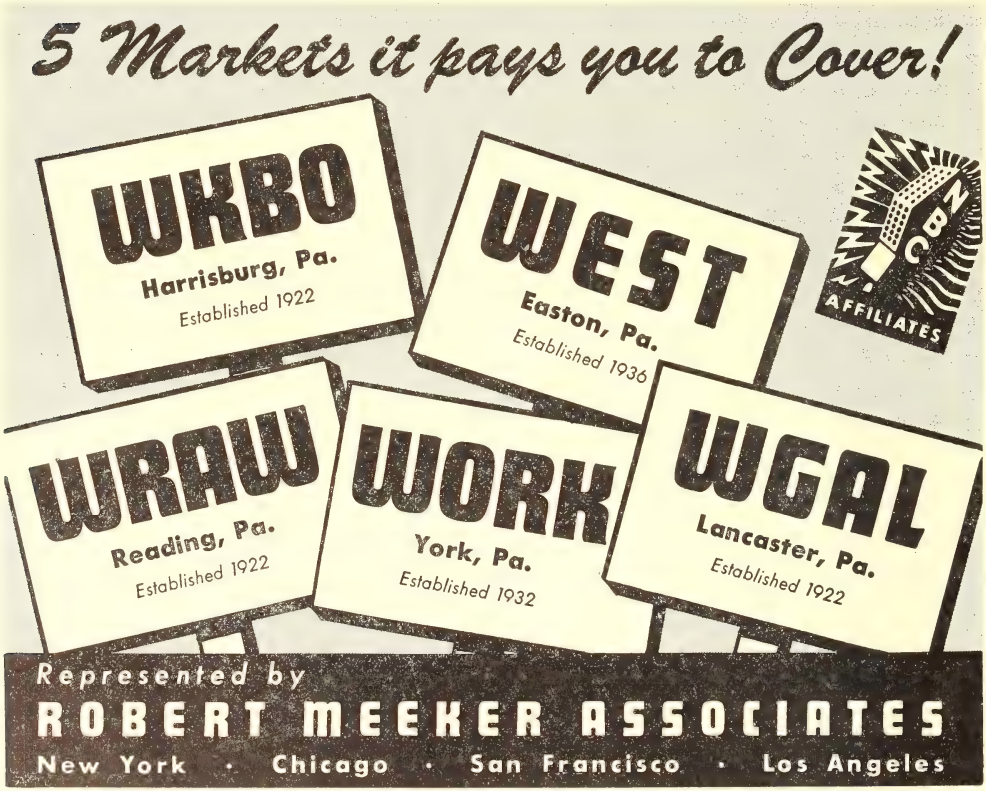
Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address...13 South Beaver St.
Phone Number 6629
Transmitter Location.....W. Manchester Township, Pa.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Harold E. Miller
National Sales Manager.....J. Robert Gulick
Program Director.....Arthur Weeks
Chief Engineer.....J. E. Mathiot

WSBA

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Susquehanna Bcstg. Co.
Business Address.....P. O. Box 1112
Phone Number.....York 2676; York 64413
Transmitter-Studio Location.....R.F.D. No. 5
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NAB, BMB
President.....Louis J. Appell
Executive Vice Prseident..Walter J. Rothensies
Station Manager.....Walter J. Rothensies
Commercial Manager.....Sydney Robbins
Program Director.....Otis Morse
Chief Announcer.....Ad Wienert
Musical Director.....Larry Miller
Director of Engineering..Woodrow G. Eberhart
Farm Editor.....Herman Stebbins



RHODE ISLAND

Estimated Population 761,000—% Increase +6.7—Radio Homes 195,400
Farms with Radios 3,268—Stations in State 8

WFCI

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Pawtucket Bcstg. Co.
Business-Studio Addresses: 450 Main St., Pawtucket; Sheraton-Biltmore Hotel, Providence
Phone Number.....Perry 9540
Transmitter Location.....Lonsdale, R. I.
Air Time..5:55 a.m.-1 a.m.; 7:55-12:05 M., Sun.
News Service.....AP
Transcription Service.....Associated
Representative.....Katz
Membership.....NAB, BMB
President-Owner.....Howard W. Thornley
General-Commercial Mgr.: Wallace A. Walker
Program Director.....David Brooks
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

WEAN

PROVIDENCE—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Dexter 1500
Transmitter Location....East Providence, R. I.
Air Time: 6:00 a.m.-1 a.m.; 8:00 a.m.-1:00 a.m. Sun.
News Service.....AP, INS, Reuters
Transcription Service: Associated, SESAC, Standard.
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board.....John Shepard, 3rd
President-Owner.....William O'Neil
Station Manager.....Joseph Lopez
Commercial Manager.....Malcolm S. Parker
Production Manager.....Donald W. Morton
Chief Engineer.....Harry Tilley

WHIM

PROVIDENCE—EST. 1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Intercity Bcstg. Co.
Business-Studio Address.....32 Custom House
Phone Number.....Union 4211-2-3
Transmitter Location: Eastern Ave., E. Providence, R. I.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Capitol, Standard
Representative: Adam J. Young; Kettell-Carter
Membership.....NAB
President, General-Station-Sales Promotion Manager.....Robert T. Engles
Commercial Manager.....Brenton G. Meader
Program Director, Production Manager.....C. George Taylor
Chief Announcer.....William Whalen
Musical Director.....Barbara Barry
Chief Engineer.....Carroll Philbrook

WJAR

PROVIDENCE—EST. 1922

NBC—NEW ENGLAND REGIONAL

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1071
Transmitter Location: Wampanoag Trail, East Providence, R. I.
Air Time.....Unlimited
Transcription Service.....World
Representative.....Weed
Membership.....BMB
President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....M. Sothern Abbott
Chief Engineer.....Thomas C. J. Prior

WNAF

PROVIDENCE—EST. 1947

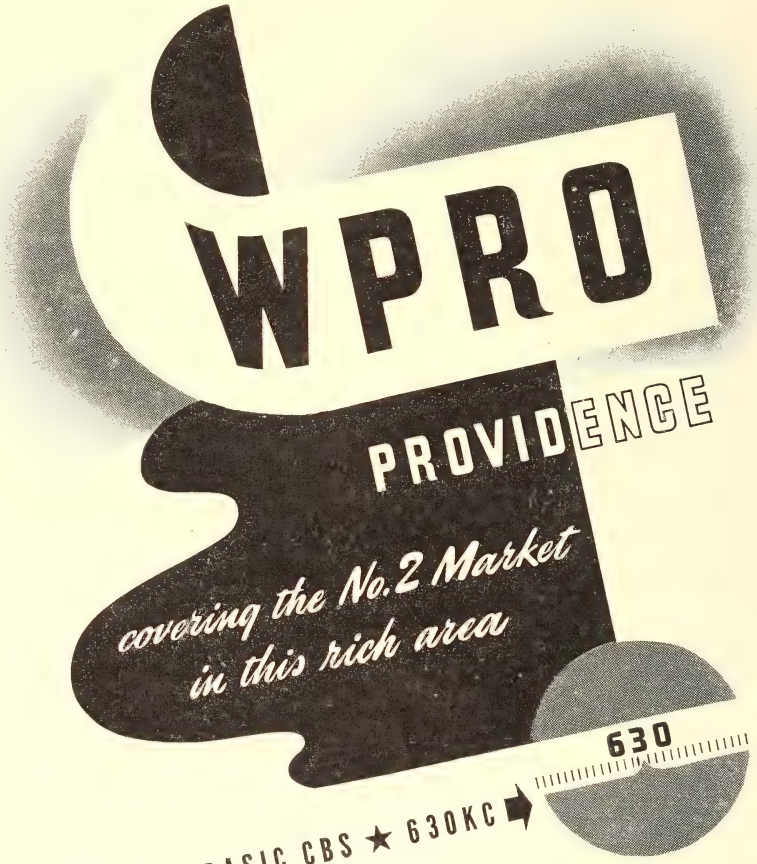
Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Operated By.....Community Bcstg. Service Co.

WRIB

PROVIDENCE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By: Rhode Island Bcstg. Co.
Business-Studio Address....Narragansett Hotel
Phone Number.....Union 4512
Transmitter Location: Water St., E. Providence, R. I.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Associated, SESAC
Representative.....Forjoe & Co.
Membership.....NAB
President.....Frank Rao
General Manager.....Nicholas Ruggieri
Sales, Commercial Mgr.: Anthony Petronella
Sales Promotion Manager.....Noel C. Breault
Production Manager, Publicity Director.....Fabian Hume
Chief Announcer, Musical Director: Don Rogers
Chief Engineer.....James Drake

. . . and in New England, too, it's CBS



5000 WATTS ★ BASIC CBS ★ 630KC

WPRO
PROVIDENCE
CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.: Cherry & Webb Bcstg. Co
Business-Studio Address.....15 Chestnut St.
Phone Number.....Plantations 9776
Transmitter Location.....East Providence, R. I.
Air Time: 6 am.-1:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service.....AP, UP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Paul H. Raymer Co.
Membership.....NAB, BMB
President.....William S. Cherry, Jr.
General-Commercial Manager.....Arnold F. Schoen, Jr.
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri

WWON
WOONSOCKET—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Associated Electronics Enterprises, Inc.
Business-Studio Address.....99 Main St.
Phone Number.....3900
Transmitter Location.....Getchell Ave.
Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-11:15 p.m., Sun.
News Service.....AP
Transcription Service: World, Capitol, Standard
Representative.....William G. Rambeau
President, General Manager....Garo W. Ray
Station, Sales Promotion Manager.....Mitchell F. Stanley
Commercial Manager.....Jean Bergeron
Program Director, Chief Announcer.....Bill Metcalf
Chief Engineer.....George W. Travis

SOUTH CAROLINA

Estimated Population 1,918,000—% Increase +1.0—Radio Homes 312,498
Farms with Radios 67,853—Stations in State 33

WAIM
ANDERSON—EST. 1935
CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Business-Studio Address....Anderson College
Phone Numbers.....800, 2239 and 1444
Transmitter Location.....Anderson College
Air Time.....4:55 a.m.-12:15 a.m.
News Service.....AP, INS
Transcription Service: NBC, Lang-Worth, World, Associated.
Representative.....Burn Smith Co.
Membership.....NAB, BMB
President-Owner, Chief Executive.....Wilton E. Hall
General-Station Manager...Glenn P. Warnock
Sales or Commercial Manager..C. B. Goodyear
Program Director.....James Coggins
Publicity Director.....John Davenport
Musical Director.....John Townsend
Chief Engineer.....S. A. Azar

WVSC (CP)
BARNWELL

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Edisto Bcstg. Co.
Business Address.....Bank of Barnwell Bldg.

WBSC
BENNETTSVILLE—EST. 1947
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Loys Marsden Hawley

WFAK
CHARLESTON—EST. 1947
MUTUAL BROADCASTING SYSTEM

Frequency: 730 Kc.....Power: 1000 Watts
Owned-Operated By.....Charleston Bcstrs.
Business-Studio Address....149 Wentworth St.
Phone Numbers.....3-6428-9
Transmitter Location.....Windermere, S. C.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Capitol
Representative.....Forjoe
President-Owner.....J. B. Fuqua
General, Commercial Mgr.....Tom Means
Sales Promotion Manager, Publicity Director.....Fred Bernstein
Program Director, Production Manager.....James A. Klosky
Chief Announcer.....Tom Hennesy
Chief Engineer.....Carlton Modlin
Farm Editor.....Wilbur Crutchley

WHAN

CHARLESTON—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
ABC
Owned-Operated By.....Charleston Bcstg. Co.
Business-Studio Address.....152 Market St.
Phone Number.....3-1643
Transmitter Location....Saint Andrew's Parish
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service .....UP
Transcription Service.....Lang-Worth
Representative .....Avery-Knodel
Membership.....NAB, BMB
President.....Harry J. O'Neil
General-Station-Commercial
Manager.....C. Wylie Calder
Sales Promotion Manager..M. Anthony Young
Program Director, Production
Manager.....Vernon M. Bushong
Publicity Director.....Traynor Ferillo
Chief Announcer.....Bill Mims
Musical Director.....Hubert Peale
Chief Engineer.....William Birchfield
Farm Editor.....Harry Giana is

WCSC

CHARLESTON—EST. 1930

COLUMBIA Bcstg. SYSTEM, INC.
Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By.....John M. Rivers
Business-Studio Address..Francis Marion Hotel
Phone Number.....7611
Transmitter Location: Eagles' Nest, St. Andrews Parish.
Air Time.....18 hrs, 5 min. daily
Transcription Service.....World, M. M. Cole
Representative.....Free and Peters
Membership.....NAB, BMB
President-Owner, General-Station
Manager.....John M. Rivers
Commercial-Sales Promotion
Manager.....Roland Weeks
Program Director, Production
Manager.....Russell D. Long
Publicity Director.....Annie L. Quarterman
Musical Director.....Mrs. Pearl Baum
Chief Engineer.....Wilbur R. Albee
Farm Editor.....Chuck Simpson

WTMA

CHARLESTON—EST. 1939

NBC
Frequency.....1250 Kc.
Power.....5000 Watts d.; 1000 Watts n.
Owned-Operated By: Atlantic Coast Bcstg. Co.
Business Address.....P. O. Box 297
Phone Number.....2-2961
Studio Address.....133 Church Street
Transmitter Location.....St. Andrews Parish
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Associated

NOW 5000 WATTS

WCSC

The CBS station for the Coastal Carolinas

1390 Since 1930

Charleston, S. C.'s Oldest and Best Station*

*Hooper Survey

Represented Nationally by Free & Peters, Inc.

Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....Edward Manigault
General-Station Manager..Robert E. Bradham
Sales Promotion Manager: A. Franz Witte, Jr.
Program, Musical Director, Production Manager.....William N. Abbott
Publicity Director.....Robert E. Bradham
Chief Engineer.....Douglass M. Bradham

WUSN (CP)

CHARLESTON

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Operated By.....Southern Bcstg. Co.
Chief Owner.....C. Norwood Hastie
Part-Owner-Mgr.....B. M. Middleton
Part-Owner-Comm. Mgr.....J. D. Hastie

WCOS

COLUMBIA—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Business-Studio Address.....1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Capitol
Representative.....Taylor-Howe-Snowden
Membership.....NAB
President.....E. D. Black
General-Station Manager.....W. C. Bochman
Commercial Manager.....Dixon Harp
Program Director.....H. M. McElveen Jr.
Production Manager.....Richard Goode
Chief Announcer.....Bernard Moses
Chief Engineer.....R. D. Lambert Jr.
Farm Editor.....Byron Parker

WIS

COLUMBIA—EST. 1930

NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By: The Surety Life Insurance Co.
Business-Studio Address.....1811 Main St.
Phone Number.....2-2135
Transmitter Location.....Bluff Rd.
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Herman N. Hipp
General Manager.....G. Richard Shafto
Managing Director, Commercial Manager.....J. Dudley Saumenig
Promotion Manager.....Steve Libby
Program Director.....Frank Harden
Chief Announcer.....Mackie Quave
Publicity Director.....Steve Libby
Musical Director.....Jane Pate
Chief Engineer.....Herbert Eidson, Jr.
Farm Editor.....Clair Shadwell

WKIX

COLUMBIA—EST. 1945

CBS

Frequency.....1490 (1320 CP) Kc.
Power....250 W. (CP—1000 W. d.; 500 W. n.)
Owned-Operated By.: Inter-City Advertising Co
Business-Studio Address.....1127 Lady St.
Phone Number.....28659
Transmitter Location.....Two Notch Rd.
News Service.....UP
Transcription Service....Lang-Worth, Standard
Representative.....Avery-Knodel
Membership.....NAB, BMB
General Manager.....C. Durham Moore
Commercial Manager.....Charles W. Burdsal
Sales Promotion Manager: Thomas C. Chandler
Program Director.....Michael C. Turner
Chief Announcer.....Wally Smith
Chief Engineer.....E. E. Hampton

WNOK

COLUMBIA—EST. 1947

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Palmetto Radio Corp.
Business Address.....921 Huger St.
News Service.....AP
Transcription Service.....Cole
President.....Samuel Litman

WLAT

CONWAY—EST. 1945

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Coastal Bcstg. Co.
Operated By.....L. M. Hawley & H. M. Hanks
Business Address.....Box 497
Phone Number.....340
Studio-Transmitter Location.....12th Ave.
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....AP
Transcription Service..Standard & M. M. Cole
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President.....L. M. Hawley
Vice-President.....H. L. Hanks
General-Station Manager, Program Director.....Edward Browning, Jr.
Chief Engineer.....H. L. Hanks
Farm Editor.....V. M. Johnson

Ride the WFBC *Buy ways*

It's the STELLAR SELLER in

Greater

GREENVILLE

South Carolina's TOP MARKET

Primary Coverage of 13 Counties
648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by
AVERY-KNODEL, INC.

WDSC

DILLON—EST. 1946

MUTUAL BROADCASTING SYSTEM, INC.

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By: The Border Bcstg. Co., Inc.
Business-Studio Address.....Dillon, S. C.
Phone Numbers.....470-1
Transmitter Location.....U. S. Highway 301
Air Time.....13½ hrs. daily
News Service.....UP
Transcription Service: Standard, Capitol, M. M. Cole.
Representative: Joseph Hershey McGillvra, Inc.
Membership.....NAB, BMB
President.....E. H. Brown
General Manager.....Henry E. Sullivan
Commercial Manager.....Joseph Martin
Farm Editor.....W. J. Bunn

WJMX

FLORENCE—EST. 1947

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Atlantic Bcstg. Co.
Business Address.....P. O. Box 406
Phone Number.....2494-5
Transmitter-Studio Location..Highway 52, 3 mi. N. of Florence
Air Time.....6 a.m.-local sunset
News Service.....AP
Transcription Service.....Capitol, World, Associated
Membership.....NAB, BMB
President, General Mgr.....Eugene E. Stone
Station-Commercial Manager..Paul H. Benson
Sales Promotion-Production Manager, Program Director.....Jack Gainey
Publicity Director.....Richard D. Ward
Chief Announcer.....Jim Player
Musical Director.....Lillian Brunson
Chief Engineer.....Frank A. Jenne
Farm Editor.....Bob Forbes

WOLS

FLORENCE—EST. 1937

ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Florence Bcstg. Co.
Business-Studio Address....129 S. Dargan St., P. O. Box 789
Phone Number...Offices: 354-5; Transmitter: 1913
Transmitter Location.....Charleston Hi-way
Air Time.....6:30 a.m.-12 M.
News Service.....UP
Transcription Service....Standard, Lang-Worth
Membership.....NAB, BMB
President, General-Station Manager.....Melvin Purvis
Commercial Manager.....A. P. Skinner
Program Director.....Bruce Buchanan
Chief Engineer.....W. A. Pritchett

WFGN (CP)

GAFFNEY

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cherokee Radio Co.
Business Address.....P. O. Box 66 (Temp.)
News Service.....UP
President.....A. Ray Godshall
General Manager.....Bob Liverance
Chief Engineer.....Bob Liverance

WESC

GREENVILLE—EST. 1947

Frequency: 660 Kc.....Power: 5000 Watts d.
Owned-Operated By....Grenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number.....8200
Transmitter Location 5 mi. N.W. of Greenville
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service...Associated, Standard, Lang-Worth
Representative.....McGillvra
Membership.....NAB, BMB
President, General-Station Manager.....Scott Russell
Commercial-Sales Promotion Manager.....Cliff W. Bowers
Program Director.....Ken Keese
Chief Announcer.....Art Roberts
Chief Engineer.....L. W. Elias

WFBC

GREENVILLE—EST. 1933

NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Greenville News-Piedmont Co.
Business Address.....305 S. Main St.
Phone Number.....362-3
Studio Address.....Poinsett Hotel
Transmitter Location.....Gantt Station
Air Time.....5 a.m.-12:05 a.m.; 7:30 a.m.-12:05 a.m., Sun.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NAB, BMB
President.....Roger C. Peace
General Manager.....Bevo Whitmire
Commercial Manager.....Robert Q. Glass, Jr.
Sales Promotion Manager, Publicity Director.....N. P. Mitchell
Program Director, Production Manager.....L. Byron Jenkins
Chief Announcer.....Norvin C. Duncan
Musical Director.....Alice Wyman
Chief Engineer.....William E. Garrison
Farm Editor.....R. H. Martin

WMRC

GREENVILLE—EST. 1940

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Textile Bcstg. Co., Inc.
Business-Studio Address.....Prevost Bldg.
Phone Number 5730
Transmitter Location.....400 Mayberry St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Robert A. Jolley
General-Station Mgr.....W. Ennis Bray
Commercial-Sales Promotion Manager, Publicity Director.....C. B. Denison
Program Director, Production Manager .....Bill Arrington
Musical Director.....Jimmy Simpson
Chief Engineer.....George D. Tate
Farm Editor.....Paul L. Fisher

WCRS

GREENWOOD—EST. 1941

NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Business Address.....216 Textile Bldg.
Phone Number 4300
Transmitter-Studio Location.....Wilson St.
Air Time.....17½ hrs. daily
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Douglas Featherstone
General-Station Mgr.....Dan Crosland
Commercial-Sales Promotion Manager .....Ralph Norman
Musical-Program Director, Production Manager .....Randy Davidson
Publicity Director.....Miss Martha Wofford
Chief Engineer.....Charles M. Sparks

WHSC

HARTSVILLE—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Hartsville Bcstg. Co., Inc.
Operated By.....Radio Station WHSC
Business-Studio Address.....College Ave.
Phone Number 654
Transmitter Location 1 mi. S. of Hartsville on Highway 15-A
Air Time....6:5 5a.m.-11:15 p.m.; 8:30 a.m.-11:15 p.m., Sun.
News Service .....AP
Transcription Service .....Thesaurus
President .....C. H. Campbell
General-Station-Sales Promotion Manager, Musical Director.....Raymond Caddell
Sales Manager.....Jack Frierson
Program Director, Chief Announcer .....Jimmy Brazzell
Publicity Director.....Eleanor Flowers
Chief Engineer.....Donald A. Brienen

WLBG (CP)

LAWRENS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.

WKDK

NEWBERRY—EST. 1946

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Newberry Bcstg. Co.
Business-Studio Address.....11 Radio Dr.
Phone Number 143
Transmitter Location.....11 Radio Dr.
Air Time.....7 a.m.-12 M.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President, Treasurer, General Manager.....C. A. Kaufmann
Secretary .....John F. Clarkson
Station-Commercial-Sales Promotion Manager, Publicity Director, Farm Editor..Charles Bowers
Program Director.....Ann Fleniken
Production Manager, Chief Announcer .....Jack Gifford
Musical Director.....Hank Jacobsen
Chief Engineer.....Geo. N. Martin

WFRN (CP)

ORANGEBURG

Frequency: 910 Kc.....Power: 1000 Watts d.
Owned-Operated By....Orangeburg Radio Co.
Business Address.....63 Ellis Ave.
Partners.....Frank B. Best, Frank B. Best Jr.

WRNO

ORANGEBURG—1946

MBS—DIXIE BCSTG. SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Business Address.....Box 662
Phone Number 1420
Studio-Transmitter Location..Extension Whitman St.
Air Time.....6:30 a.m.-12 M.
News Service .....AP

Transcription Service .....Cole
Membership .....NAB
Secretary.....R. L. Easley
Vice President.....G. Paul Browne
Commercial Manager....Willard R. Hasbrook
Program Director, Chief Announcer .....Harry Carroll
Publicity Director.....Bernado Hildebrand
Musical Director.....Barbara Nichols
Chief Engineer.....Billy Gunter

WVRA (CP)

ORANGEBURG

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sims Publishing Co.

CALL LETTERS TO BE ASSIGNED (CP)

ROCK HILL

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-County Bcstg. Co.

WRHI

ROCK HILL—EST. 1944

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....York County Bcstg. Co.
Partners.....Ernest H. Carroll, Virginia B. Carroll, James S. Beaty, Jr., Wm. C. Beaty.

WORD

SPARTANBURG—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Spartan Radiocasting Co.
Business-Studio Address.....291 E. Main St.
Phone Number 6000
Transmitter Location.....3½ mi. N.E. of Spartanburg
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President, General Manager..Walter J. Brown
Station Manager.....J. W. Kirkpatrick
Commercial Manager.....John C. Carrington
Sales Promotion-Production Manager, Publicity-Program Director.....Sterling W. Wright
Musical Director.....Charles Spears
Chief Engineer.....Clyde J. Burdette
Farm Editor.....Cecil D. Ross

WSPA

SPARTANBURG—EST. 1929

CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Surety Bcstg. Co.
Operated By....Spartanburg Advertising Co.
Business-Studio Address....Box 1717, 224 East Main St.
Phone Number 2900
Transmitter Location....3½ mi. N.W. of City
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Vice President & General Manager.....G. Richard Shafto
Managing Director.....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....Grover Golightly, Jr.
Musical Director.....Hal Moore
Chief Engineer.....Harold R. Beckholt
Farm Editor.....Cliff D. Gray

WALD

WALTERBORO—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Waterboro Bcstg. Co.
Phone Number 3861
News Service .....AP
Transcription Service .....Associated
President.....R. M. Jefferies
General Manager.....Charles A. Thoman
Commercial Manager.....Beulah Glouer
Promotion Manager.....Roger A. Clark
Program Director.....Peter Edman
Chief Engineer.....Louis Neale

WFIG

SUMTER—EST. 1940

MBS—SOUTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station WFIG, Inc.
Business-Studio Address...Radio Center Bldg.
Phone Number 1340
Transmitter Location....1 mi. E. of Sumter on Highway 76
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service .....Thesaurus
Representative ....Joseph Hershey McGillvra
President.....Hubert D. Osteen
General-Station Mgr.....T. Doug Youngblood
Commercial-Sales Promotion Manager.....Charles H. Pointel, Jr.
Program Director.....Robert R. Hannah
Production Manager.....Paul Reidy
Publicity Director.....M. E. Pointel
Chief Announcer.....Bob Hannah
Musical Director.....William Moore
Chief Engineer.....James L. Williams
Farm Editor.....T. O. Bowen

SOUTH DAKOTA

Estimated Population 564,000—% Increase —12.3—Radio Homes 132,515
Farms with Radios 57,691—Stations in State 13

KABR

ABERDEEN—EST. 1934

MBS

GREAT NORTHERN BROADCASTING SYSTEM
Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.Aberdeen Bcstg. Co., Inc.
Business-Studio Address.....117½ S. Main St.
Phone Number.....4626
Transmitter Location...Wylie Park, Northwest of Abeerdeen, S. Dak.
Air Time.....7 a.m.-12 M.
News Service .....AP
Transcription Service.....Standard Radio
Representative .....Walker
Membership .....NAB-BMB
President.....H. C. Jewett, Jr.
General-Station Manager, Pub. Dir..R. A. Fahy
Sales-Promotion Mgr.....Fred C. Stellner
Program Director.....E. C. Pieplow
Chief Announcer.....Edward L. Weeks
Chief Engineer.....Delbert T. Hunt
Farm Editor.....Russell V. Kaber

KSDN

ABERDEEN

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Aberdeen News Co.
News Service .....AP
Transcription Service .....Capitol
President.....Henry J. Schmitt
General Manager.....Byron McElligott
Comm.-Prom. Mgr.....Byron McElligott

KDSJ

DEADWOOD—EST. 1947

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Heart of The Black Hills Broadcasting Co.
Business-Studio Address.....Franklin Hotel
Phone Number 186
Transmitter Location.....Boulder Canyon Rd.
Aire Time .....Unlimited
News Service .....UP
Transcription Service...Thesaurus, Keystone
Representative .....Thomas Clark
Supervisor of Operation.....John Daniels
Station-Commercial-Sales Promotion Mgr., Publicity Dir-Chief Announcer..Truman H. Walrod
Production Mgr.-Musical Director-Farm Editor .....Melvin Rochester
Chief Engineer.....Eli Daniels

KIJV

HURON—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...James Valley Bcstg. Co.
Business-Studio Address.....34 - 2nd St., S. E.
Phone Number 765
Transmitter Location...Lot 6, Prospect Addition
Air Time.....6 a.m.-12 M.; 7 a.m.-11 a.m. Sun.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Universal
Membership .....NAB
President, Gen. Sta. Mgr.....G. W. Chitty
Commercial Manager.....Bob Brandt
Program Director.....Dale Larson
Production Manager Margery King
Chief Announcer .....Leo Borin
Chief Engineer.....Donald Volkman

KMHK

MITCHELL—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mitchell Bcstg. Assn.
Business-Studio Address...117-119 N. Main St.
Phone Number 621
Transmitter Location....½ mile E. of city on highway U. S. 16
Air Time.....18 hrs. daily
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
President, General-Station-Program-Production Mgr., Musical Director...Raymond V. Eppel
Commercial Director.....B. Harland Ohde
Chief Announcer.....Ken Bryant
Chief Engineer.....Donald Dahl

KGFX

PIERRE—EST. 1916

KBS

Frequency: 630 Kc.....Power: 200 Watts
Owned By.....Estate of Dana McNeil
Operated By.....Ida A. McNeil
Business-Studio Address...Box 16, 203 Summit Ave., W.
Phone Number 351
Air Time.....9:30 a.m.-local sunset
News Service .....UP
Transcription Service .....KBS
Membership .....BMB
Director.....Ida A. McNeil
Chief Engineer.....Charles Hobbs

KOTA

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Bcstg. Co. of Rapid City
Business Address..Alex Johnson Hotel, 6th & St. Joseph St.
Phone Number 2000
Studio Address....10th floor, Alex Johnson Hotel
Transmitter Location.....5 miles S. of Rapid City on State Highway No. 79
Air Time.....6 a.m.-12 M.; 7 a.m. to 12 M. Sun.
News Service .....UP
Transcription Service.....Standard, Capitol, Lang-Worth
Representative .....Hal Holman
Membership .....NAB, BMB
President-Owner, General-Station Manager.....Robert J. Dean
Commercial-Sales Promotion Manager .....Stanley Lieberman
Program Director.....Abner H. George
Production Manager.....Ellen Crilley
Publicity Director.....Don Therkelsen
Chief Announcer.....Harry S. Petersen
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths

WCAT

RAPID CITY—EST. 1922

Frequency: 1230 Kc.....Power: 100 Watts d.
Owned-Operated By.....South Dakota School of Mines & Technology

KELO

SIOUX FALLS—EST. 1937

NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By..Midcontinent Bcstg. Co.
Business-Studio Address.....Phillips Ave. at Eighth St.
Phone Number 6363
Transmitter Location.....8 mi. S.E. of city
Air Time.....19 hrs. daily
News Service .....UP
Transcription Service.....Standard, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
Pres., General-Station Mgr.....Sam Fantle, Jr.
Commercial Manager.....Ted Matthews
Sales Promotion-Production Manager, Publicity Director .....Tony Moe
Program Director, Chief Announcer .....Evans Nord
Musical Director.....Jack Douglas
Chief Engineer.....Lester C. Froke
Farm Editor.....Don Morse

KISD

SIOUX FALLS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KDAK, Inc.
Business Address.....355 Boyce Bldg.

KSOO

SIOUX FALLS—EST. 1927

Frequency: 1140 Kc.....Power: 5000 Watts
Owned-Operated By.....Sioux Falls Bcstg. Association, Inc.
Business-Studio Address....317 South Phillips
Phone Number 757
News Service.....AP
Transcription Service.....Thesaurus, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Morton H. Henkin
General Manager.....George R. Hahn
Sales Promotion Manager.....George Rohn
Chief Engineer.....Maxwell F. Staley
Farm Editor.....Ralph D. Wennblom

KWAT

WATERTOWN—EST. 1940

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Midland Nat'l Life
Address.....Kemp & Broadway
News Service .....UP
Transcription Service.....Cole
President.....F. L. Bramble
Comm.-Prom. Mgr.....M. W. Plowman
Program Director.....Bernice Dowling
Chief Engineer.....Francis Alwin

WNAX

YANKTON—EST. 1927

ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address....2nd & Capital Sts.
Phone Number 442-3
Transmitter Location....Yankton, South Dakota (5 mi. E. of city)
Air Time....5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP, UP
Transcription Service.....Standard, Cole
Representative .....Katz
Membership .....NAB, BMB
President .....Gardner Cowles
General Manager.....Robert R. Tincher
Commercial Manager.....Don E. Inman
Program Director.....Herb Howard
Production Manager.....Fred D. Greenlee
Publicity Director.....Muriel Titus
Musical Director.....Rex D. Hayes
Chief Engineer.....Clifton M. Todd
Farm Service Director.....Chris Mack

TENNESSEE

Estimated Population 3,079,000—% Increase +5.6—Radio Homes 597,686
Farms with Radios 157,983—Stations in State 53

WLAR

ATHENS—EST. 1946

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Athens Bcstg Co.
Business Studio Address.....Hitch Bldg.
Phone Number.....891 (or 893 transmitter)
Transmitter Location.....Decatur Rd.
Time on the Air.....5:45 A. M.-12 M.
Pres.-Owner-Gen.Mgr.....Lowell F. Arterburn
Commercial Manager.....Virgil Lindnere, Jr.
Program Director.....Otis Parker
Chief Engineer.....R. R. Magill

WCYB

BRISTOL

(See Listing Bristol, Va.)

WOPI

BRISTOL—EST. 1929

NBC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radiophone Bcstg. Station WOPI, Inc.
Business-Studio Address.....310 State St.
Phone Number.....WOPI-AM or 3730
Transmitter Location.....Old Abingdon Pike, Northeast of Bristol.
Air Time.....6 a.m.-12:05 a.m.
Transcription Service..L'gworth, World-Capitol
Representative .....Burn-Smith
Membership .....NAB, BMB
President-General-Station-Sales Promotion Manager .....W. A. Wilson
Commercial Manager.....Ray L. Russell
Chief Announcer.....Stuart O'dell
Chief Engineer.....R. V. Robinson

WAGC

CHATTANOOGA—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley Brcstg. Co.
Business-Studio Address.....Hotel Patten
Phone Number.....7-1128
Transmitter Location.....Rossville Blvd.
Air Time.....5:55 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....William G. Rambeau
General Manager.....A. B. Campbell
Program Director.....June Thurman
Musical Director.....Robert Morrison
Chief Engineer.....Charles Stokely

WAPO

CHATTANOOGA—EST. 1936

NBC

Frequency: 1150 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number.....6-6141
Transmitter Location.....Pineville Rd.
Air Time.....5:30 a.m.-12 m.
News Service .....AP
Transcription Service.....NBC Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
Chief Executives.....Ramon G. Patterson, Louise P. Pursley
General Station Manager....R. G. Patterson
Sales Promotion.....Helen Patterson
Program Director.....Frances Harley
Chief Engineer.....B. B. Barnes

WDEF

CHATTANOOGA—EST. 1941

ABC

Frequency: 1370 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WDEF Bcstg. Co.
Business-Studio Address.....Volunteer Bldg.
Transmitter Location .....Moccasin Bend
Air Time .....5:30 a.m.-12 m.
News Service.....UP
Transcription Service.....Capitol & Cole
Station Representative.....Weed
President-Owner or Chief Exec...Joe W. Engel
General-Commercial Manager..Ken Flenniken
Program Director.....Charles Gullickson
Publicity Director.....Walter H. Stamper, Jr.
Chief Engineer.....B. C. Baker

WDOD

CHATTANOOGA—EST. 1925

CBS

Frequency: 1310 Kc.....Power: 5,000 Watts
Owned-Operated By.....WDOD Bcstg Corp.
Business Studio..Hamilton National Bank Bldg.
Transmitter Location.....Baylor School Rd.
Air Time.....5:30 a.m.-12:05 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Paul H. Raymer
Membership .....NAB
President .....Norman A. Thomas

Vice-President.....Earl W. Winger
General-Commercial Mgr.....Ralph H. Patt, Jr.
Sales Promotion Mgr.....Elmer D. Kammer
Program Dir.-Prod. Mgr....Gaylord McPherson
Publicity Director.....Sue Johnson
Chief Engineer.....Roy Owens

WJVW

CHATTANOOGA*

Frequency 1490 Kc.....Power: 250 Watts
Applicant.....Joe V. Williams, Jr.
Address.....1011 Hamilton Natl. Bank Bldg.

WJZM

CLARKESVILLE—EST. 1941

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By .....Campbell & Sheftall
Operated By.....E. T. Campbell
Business-Studio Address.....411 Madison St.
Phone Number 2295-2296
Transmitter Location .....Martin St.
Air Time.....6 a.m.-12 m., 8 a.m.-10 p.m. Sun.
News Service.....AP
Transcription Service .....World
Membership .....NAB, BMB
General Sta. Mgr.-part Owner..E. T. Campbell
Commercial Manager.....Clay Cline, Jr.
Sports Editor.....Bill Snyder
Chief Engineer.....John H. Bailey
Farm Program Director.....Roy Smith

WBAC

CLEVELAND—EST. 1945

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Robert W. Rounsaville
Business-Studio Address.....Radio Center, P. O. Box 677
Phone Number.....62-3
Transmitter Location....Chattanooga Highway
Air Time .....18 hrs. daily
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres.-Owner-Gen. Mgr..Robert W. Rounsaville
Station-Commercial Mgr.....A. D. Smith Jr.
Sales Promotion Mgr.-Pub. Dir.....Sam Davis
Program Dir.-Production Mgr.....Art Selley
Chief Announcer-Farm Editor....Dan McNew
Musical Director .....Larry Carrothers
Chief Engineer .....Jim Byerly

WKRM

COLUMBIA—EST. 1946

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....The Middle Tennessee Bcstg Co., Inc.
Business-Studio Address.....P. O. Box 71
Phone Number 1340
Transmitter Location.....One mile from Columbia on U. S. Highway 43
Air Time.....5:55 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....NBC
Membership .....NAB, BMB
Pres.-Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Sales Promotion Mgr.-Program Dir...Chesley J. Smith
Chief Announcer.....Charles W. Brewer
Musical Director.....Clydene Barnett
Chief Engineer.....Revis V. Hobbs
Farm Editor .....Melvin Dugger

WHUB

COOKEVILLE—EST. 1940

CBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Business Address.....Cookeville, Tenn.
Phone Number.....200
Studio Address.....523 Spring St.
Transmitter Location .....Hickory St.
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Pres.-Gen.-Commercial Mgr.....M. L. Medley
Station Director.....Joe Mabry

WDSG

DYERSBURG—EST. 1946

MBS-LION NET-UNIVERSAL NET-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..State Gazette Bcstg. Co.
Business-Studio Address .....Box 58
Phone Number 77
Transmitter Location.....Highway 51 North
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Membership .....NAB
General Manager .....Frank Armstrong
Comm.-Sales Promotion Mgr...Chas. R. Bowen
Program Dir.-Production Mgr.....Norb Beckers
Publicity Director.....Ray Brown
Chief Engineer.....C. W. Morrow
Farm Editor .....Frank Armstrong

WBEJ

ELIZABETHTON-JOHNSON CITY—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Elizabethton Bcstg. Co.
Operated By.....Robert W. Rounsaville
Business-Studio Address.....Elk Ave., P. O. Box 829

Phone Number.....Call WBEJ
Transmitter Location.....State Line Rd.
Air Time .....18 hrs. daily
News Service.....UP
Transcription Service.....Thesaurus
President-Partner-General Mgr.....Robert W. Rounsaville
Station-Commercial Mgr.....Thad Fitch
Sales Promotion Mgr.-Pub. Dir.....Bill Wagner
Program Dir.-Production Mgr.....Bill Edgar
Chief Announcer.....Les Lamb
Chief Engineer.....Condon Bowers
Farm Editor.....Bill Hale

WEKR (CP)

FAYETTEVILLE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Elk River Bcstrs.
Partners.....R. M. McKay, Sr., R. M. McKay, Jr., James M. McGrew, Revis V. Hobbs, R. A. Largen

WHIN (CP)

GALLATIN

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.Summer County Bcstg. Co.

WGRV

GREENEVILLE—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By .....Radio Greeneville Inc.
Operated By.....Robert W. Rounsaville
Business-Studio Address.....Radio Bldg., P. O. Box 234
Phone Number.....Call WGRV
Transmitter Location.....Arnold Rd.
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....Capitol
Pres.-Gen. Mgr.....Robert W. Rounsaville
Station-Commercial Mgr.....Paul Metcalfe
Sales Promotion Mgr.-Pub.-Dir.....Hugh Pickle
Program Director.....Ed Daniels
Production Mgr.-Farm Editor.....Bill Lowery
Chief Announcer.....Bob Corley
Chief Engineer.....Laile Hampton

WHBT

HARRIMAN—ES. 1946

MBS-KBS

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....The Harriman Bcstg. Co., Inc.
Business-Studio Address.Crescent and Devonia
Phone Number.....870 & 850
Transmitter Location.....Margrave
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service....Standard, Thesaurus
Station Representative.....Cox & Tanz
Membership .....NAB
President.....Jere B. Brewer
Sec.-Treas.....Neil L. Shields
Vice Pres-Gen. Mgr.....F. L. Crowder
Sta.-Operations Mgr...W. Lawrence Hedgpeth
Promotion-Traffic Mgr..Montarie P. Hedgpeth
Publicity Director....W. Lawrence Hedgpeth
Sports Director.....John Fielder
Chief Engineer.....Kenneth Hargis
Farm Editor.....Bill Lawrence

WTJS

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Sun Publishing Company
Address.....104 Baltimore St.
Phone Number.....7-3316
Air Time.....7 a.m. to 12 midnight
News Service.....UP, AP
Transcription Service.....World
Representative.....The Branham Company
President and Gen. Mgr.....A. A. Stone
Manager.....Frank S. Proctor
Asst. Manager.....Leslie R. Brooks
Studio Director.....Sam D. Lollar
Promotion Manager.....Glenn E. Johnson
Chief Engineer.....Robert M. Gordon

WETB

JOHNSON CITY—EST. 1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Operated By....East Tenn. Bcstg. Co.
Business Address.(Temp.) Press-Chronicle Bldg.
Phone Number.....2281
Trans-Studio Address.....1½ miles from downtown Johnson City on Highways US 19 and 23 to Erwin, Tenn. and Ashville, N. C.
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....World, Capitol
Representative .....Helen Wood & Colton
Membership.....NAB, BMB
Pres-General Mgr.....Carl A. Jones, Jr.
Commercial Manager.....Chas. W. Powers
Program Director.....Arthur Borgesen
Chief Engineer.....E. B. Jones

WJHL

JOHNSON CITY—EST. 1938

ABC

Frequency: 910 Kc.....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....WJHL, Inc.
Business-Studio Address.....143 W. Main St.
Phone Number.....2780

Transmitter Location....Johnson City-Kingsport Highway
Air Time .....6 a.m.-12 m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....W. Hanes Lancaster
Gen.-Comm. Mgr.....Ken Marsh
Sales Promotion Mgr.....Harry Hudson
Program-Publicity Dir.....Berney Burleson
Chief Anouncer.....Ed Cowell
Chief Engineer.....O. K. Garland

WTVN (CP)

JOHNSON CITY

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Washington County Bcstg. Corp.
Business Address.....John Sevier Hotel

WKPT

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Kingsport Broadcasting Co., Inc.
Address .....Box 870
Phone Number 2870
Studio Address.....107 W. Market
Transmitter Location.....Johnson City H'way
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth; Standard, Thesaurus.
Representative .....Burn-Smith Co.; Harry Cummings
Membership .....NAB, BMB
President.....C. P. Edwards, Jr.
General Manager.....A. F. Martin
Commercial Manager.....Phil J. Weaver
Program Director.....Paul L. Overbay
Chief Engineer.....Thomas Phillips, Jr.

WBIR

KNOXVILLE—EST. 1941

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Radio Station WBIR, Inc.
Operated By.....The Nunn Stations
Business-Studio Address.....406 W. Church
Phone Number 4-3321
Transmitter Location....Concord & Painter Sts.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Gillmore N. Nunn
Gen.- Sta.-Comm. Sales Promotion Mgr. John P. Hart
Program-Pub. Dir.-Prod. Mgr.....Tys Terwey
Musical Director.....James T. Pitts, Jr.
Chief Engineer .....J. Rex Horton

WIBK

KNOXVILLE—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By....Independent Bcstg. Co.
Business-Studio Address.....908 S. Gay St.
Phone Number 4-9866
Transmitter Location .....W. Knoxville
Air Time .....Local Sunrise-Local Sunset
News Service.....AP, INS
Transcription Service.....C. P. MacGregor
Representative.....Donald Cooke
Membership .....NAB
Pres.-Gen.-Sta. Mgr.....Marvin I. Thompson
Commercial Manager....Kenneth N. McClure

WKGN

KNOXVILLE—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....WKGN Bcstg. Co.
Operated By.....Clarence Beaman, Jr.
Business-Studio Address.Park Natl. Bank Bldg.
Phone Number.....40766
Transmitter Location.....Ailor Ave.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....Clarence Beaman, Jr.
Station Director.....Charles T. DeVois
Chief Engineer.....Claude Bass

WNOX

KNOXVILLE—EST. 1921

CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By .....Scripps-Howard Radio, Inc.
Business-Studio Address....110-112 S. Gay St.
Phone Number 3-3171
Transmitter Location....Anderson Rd., near Beverly
Air Time....5 a.m.-1:05 a.m., 5 a.m.-2 a.m. Sat.
News Service .....UP
Transcription Service .....Standard
Representative.....The Branham Co.
President .....Jack R. Howard
Gen.-Sta. Mgr.....R. B. Westergaard
Commercial Manager.....O. L. Smith
Program Dir.-Farm Editor..Charles McMahon
Publicity Director.....Sarah Booth
Chief Announcer.....Lowell Blanchard
Musical Director.....Jerry Collins
Chief Engineer.....Ray Evans

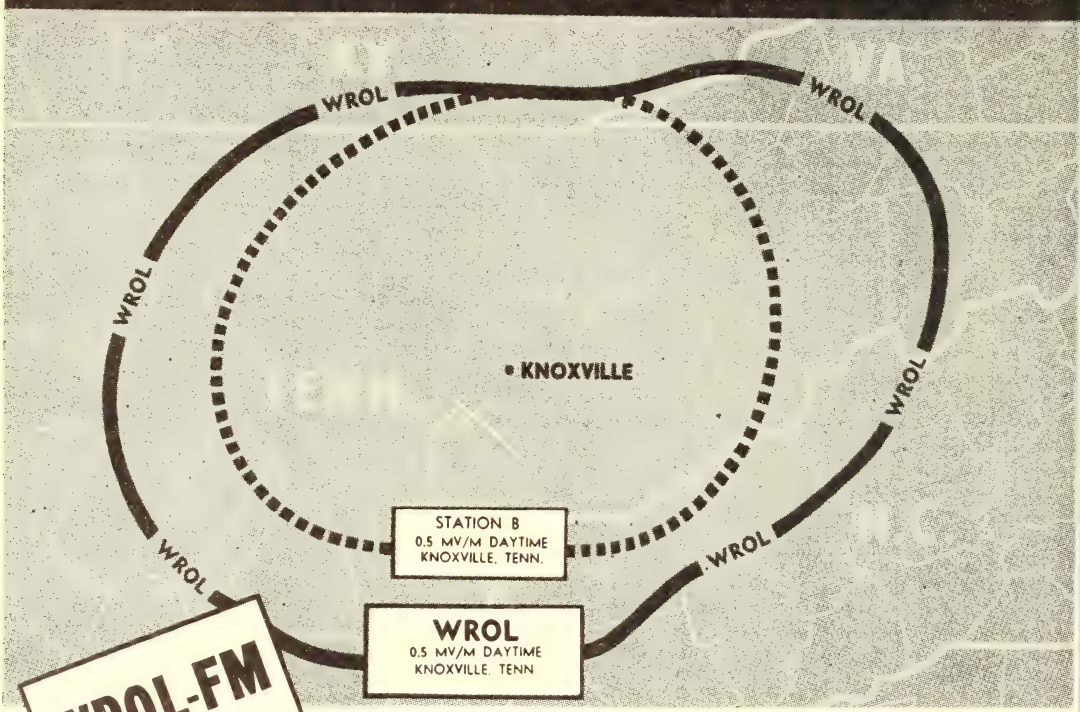
WROL

EAST TENNESSEE'S GREATEST COVERAGE

5000 WATTS DAY AND NIGHT

620 K C S

KNOXVILLE, NBC FOR EAST TENNESSEE



WROL-FM
97.3 MG.
CHANNEL
247

JOHN BLAIR & COMPANY • HARRY CUMMINGS, Jacksonville, Fla.
National Advertising Rep. Southeastern Advertising Rep.

WROL

KNOXVILLE—EST. 1927

NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....S. E. Adcock
Business-Studio Address.....531 S. Gay St.
Phone Number 2-7111
Transmitter Location.....Holston Hills
Air Time.....5 a.m.-12 m.
News Service .....AP
Transcription Service.....NBC, World
Representative .....John Blair
Membership .....NAB, BMB
Pres.-Gen.-Sta. Mgr.....S. E. Adcock
Comm.-Sales Promotion Mgr.....C. H. Frazier
Program Dir.-Production Mgr.....John Reese
Chief Announcer.....Allen Stout
Musical Director.....Harry Nides
Chief Engineer .....Fred M. Andrews

WJJM

LEWISBURG—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Estate of James J. Murray
Operated By.....Louis D. Lingner
Business Address .....Box 20
Phone Number 780
Studio-Transmitter Location.....East Hill
Air Time....5 a.m.-10 p.m., 7 a.m.-10 p.m. Sun.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
General Manager.....Louis D. Lingner
Program Director.....Daryl L. Laub
Publicity Director.....Nikki Beach
Chief Announcer-Mus. Dir.....Allen D. Walker
Chief Engineer.....J. E. Sowell

WMMT

McMINNVILLE—EST. 1947

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McMinnville Bcstg. Co., Inc.
Business Address.....P. O. Box 241
Phone Uumber 401
Studio Address.....Cumberland Amusement Co. Bldg.
Transmitter Location.....N. Chancery St.
Air Time .....6 a.m.-12 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
Gen.-Sta. Mgr. .....Royce Richards
Comm.-Sales Promotion Mgr.....Roy Wood Jr.
Program-Musical Dir.....Ernie Richards
Publicity Director.....Sue Downs
Chief Announcer.....Roy Crocker
Chief Engineer.....Claude Haston
Farm Editor.....E. V. Massey

WGAP

MARYVILLE—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Gateway Bcstg. Co.
Business-Studio Address.....503 Blount
Phone Number 2490
Transmitter Location.....Louisville Pike
Air Time .....5 a.m.-12 p.m.
News Service .....UP
Transcription Service..Thesaurus, Lang Worth
Membership .....NAB
Partners...George R. Dempster, V. H. McLean
Gen.-Sta.-Production Mgr.-Program Pub. Dir. Robert M. Claflin
Comm.-Sales Promotion Mgr.....John F. Main
Chief Engineer.....Curtis S. Lamarr

WDIA

MEMPHIS—EST. 1947

CARDINAL FOOTBALL NET

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Operated By....Bert Ferguson, John R. Pepper
Business-Studio Address.....2074 Union Ave.
Phone Number 36-2703
Transmitter Location.....1125 University
Air Time.....Local Sunrise-Local Sunset
News Service.....INS, UP
Transcription Service.....Standard
Representative .....John E. Pearson
Membership .....NAB, BMB
Chief Execs.....John R. Pepper, Bert Ferguson
General Manager.....Bert Ferguson
Sales or Commercial Mgr.....:Lou Zlotky
Program Dir.-Production Mgr..Gene Allan Carr
Publicity Director.....Christine Cooper
Chief Announcer-Musical Dir.....Al Beck
Chief Engineer.....Frank T. Edwards

WHBQ

MEMPHIS—EST. 1925

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Harding College, Searcy, Arkansas
Business-Studio Address.....Hotel Gayoso
Phone Number 8-6868
Transmitter Location.....46 Neely St.
Air Time.....6 a.m.-12 m.
News Service.....AP
Transcription Service .....Capitol
Representative.....The Walker Co.
Membership .....NAB, BMB
Gen.-Sta.-Sales Promotion Mgr...E. A. Alburty
Commercial Manager.....E. Pournelle
Program Dir.-Production Mgr...Lade T. Conlee

MORE LISTENERS PER DOLLAR . . . IN MEMPHIS

(If we used a full page of solid type—
We Couldn't Say More!)

WHHM

INDEPENDENT—BUT NOT ALOOF

MEMPHIS, TENNESSEE

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Publicity Director.....Emily Wilson
Musical Director.....Anita Grilli
Chief Engineer.....W. M. Roy

WHHM

MEMPHIS—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number 37-4422
Transmitter Location.....Somerville St.
Air Time.....Unlimited
News Service.....AP
Transcription Service..Standard, Lang Worth
Representative .....Forjoe
Membership .....NAB
President.....P. E. Furlow
Gen.-Sta.-Commercial Mgr.....Patt McDonald
Sales Promotion Mgr.-Program Dir.-Farm Editor, Alan Avery
Production Manager.....Elmore Richmond
Publicity Director.....J. Wilson
Chief Announcer.....Al Martin
Musical Director.....Bill Gordon
Chief Engineer.....Wm. Marsh

WMC

MEMPHIS—EST. 1922

NBC

Frequency: 790 Kc.....Power 5000 Watts
Owned-Operated By..Memphis Publishing Co.
Business-Studio Address..Goodwyn Inst. Bldg.
Phone Number 8-7464
Transmitter Location.....Five Points
Air Time.....18½ hrs. daily, 17 hrs. Sun.
News Service.....UP
Transcription Service.....Thesaurus, SESAC, Lang-Worth
Representative.....The Branham Co.
Membership .....NAB, BMB
President.....John H. Sorrells
General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Local Sales Manager.....Earl Moreland
Program Manager.....Wilson Mount
Production Manager.....W. R. Brazzil
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director.....Noel Gilbert
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham

WMPS

MEMPHIS—EST. 1925

ABC

Frequency: 680 Kc....Power: 10,000 Watts d., 5,000 Watts n.
Owned-Operated By .....WMPS, Inc.
Business-Studio Address.....62 N. Main St.
Phone Number 5-2721
Transmitter Location.....N. Benjestown Rd.
Air Time....5 a.m.-1 a.m., 6 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service.....Standard
Representative .....Taylor-Howe-Snowden
Membership .....NAB
Gen. Mgr.-Vice Pres.....H. R. Krelstein
Merchandising Dir.....W. B. Rudner
Program Director.....Robert Neal Hobgood
Publicity Director.....Matty Brescia
Chief Announcer.....Fred G. Christensen
Musical Director.....Berl Olswanger
Chief Engineer.....J. G. Deaderick

WREC

MEMPHIS—EST. 1922

CBS

Frequency: 600 Kc.....Power: 5,000 Watts
Owned-Operated By....WREC Bcstg. Service
Business-Studio Address..Hotel Peabody Bldg.
Phone Number 5-1313
Transmitter Location .....Radio Center
Air Time.....5 a.m.-12:05 p.m.
News Service.....UP
Transcription Service.....World, Lang-Worth, McGregor
Representative .....Katz
Membership .....NAB, BMB
Pres-Owner-Gen. Mgr.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Dir.-Production Mgr. ....Roy Wooten
Publicity Director.....Mildred Hughes Allen
Chief Engineer.....S. D. Wooten, Jr.

WCRK

MORRISTOWN—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cherokee Bcstg. Corp.
Phone Number 1450
News Service.....AP
Transcription Service.....World
President.....H. S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Promotion Manager.....Bill Cooper
Program Director.....Bob Tamblyn
Chief Engineer.....Larry Martin

WGNS

MURFREESBORO—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Murfreesboro Bcstg.
Business-Studio Address....118 N. Church St.
Phone Number 1450
Air Time.....6 a.m.-11 p.m.

News Service.....UP
Transcription Service.....World, Capitol
Representative .....Hal Holman
Membership .....NAB
Pres.-Gen.-Sta. Mgr.....Cecil H. Elrod
Commercial Sales Promotion Mgr.....Harold Huffines
Program Dir.-Chief Announcer..Howard Byrum
Prod. Mgr.-Farm Editor.....Heyward Moore
Publicity Director.....Mary Nell Morris
Chief Engineer.....Glenn Snoddy

WKDA

NASHVILLE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Broadcasting Company
Business-Studio Address...American National Bank Bldg.
Phone Number 4-0511
Transmitter Location.....2nd Ave. S. & Peabody St.
Air Time....5 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.
News Service .....AP
Transcription Service....Capitol, Lang-Worth
Membership .....NAB
Partners....T. B. Baker, Jr. & A. G. Beaman
General Manager.....T. B. Baker, Jr.
Musical Director.....Roland Felts
Chief Engineer.....O. C. Griffin, Jr.

WLAC

NASHVILLE—EST. 1926

CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By.....J. T. Ward
Business-Studio Address..Third National Bank Bldg.
Phone Number 6-0161
Transmitter Location.....Dickerson Rd.
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President-Owner.....J. T. Ward
General-Station-Commercial Manager.....F. C. Sowell
Promotion Manager, Publicity Director.....W. H. Shaw
Program Director.....Paul Oliphant
Musical Director.....Fred Murff
Chief Engineer.....F. D. Binns

WMAK

NASHVILLE—EST. 1948

MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By..Volunteer State Bcstg. Co., Inc.
Business Address.....Maxwell House
News Service.....UP
President.....Frank W. Mayborn
General Manager.....Edward M. Kirby
Chief Engineer.....Shelton Weaver

WSIX

NASHVILLE—EST. 1927

ABC

Frequency: 980 Kc.....Power: 5,000 Watts
Owned-Operated By....Jack M. Draughon & Louis R. Draughon
Business-Studio Address.....Nashville Trust Bldg.
Phone Number 5-5431
Transmitter Location....McGavoc Pike, RFD.
Air Time....6 a.m.-12 p.m.; 7 a.m.-12 p.m. Sun.
News Service .....AP
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB, BMB
Partners.....Jack M. Draughon & Louis R. Draughon
General Manager.....Jack M. Draughon
Sales Manager.....Eugene S. Tanner
Program Director.....Ottis Roush
Production Manager.....R. L. Chaudoin
Chief Engineer.....Dr. Fred Schumann

WSM

NASHVILLE—EST. 1925

NBC

Frequency: 650 Kc.....Power: 50000 Watts
Owned-Operated By.....WSM, Inc.
Business Address.....National Life Bldg.
Phone Number.....6-7181
Transmitter Location.....Franklin, Tenn.
Air Time.....Unlimited
News Service.....AP; INS
Representative.....Edward Petry & Co., Inc.
Membership.....NAB, BMB
President.....John H. DeWitt, Jr.
General Manager.....Harry Stone
Program Director.....Jack Stapp
Promotion Director.....Bill Graham
Chief Engineer.....George Reynolds

WATO

OAK RIDGE—EST. 1948

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pellegrin & French
Business-Studio Address....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3535
Transmitter Location...Municipal Market Bldg.
Air Time.....6 a.m.-12 M.; Sun. 8 a.m.-12 M.
News Service.....UP
Transcription Service.....Standard
Representative.....Lorenzen & Thompson

Membership .....NAB
General Manager.....Marshall H. Pengra
Sales-Commercial Mgr.....Harry C. Weaver
Program Dir.-Chief Announcer. Arthur J. Metzler
Musical Director.....James Scott
Chief Engineer.....John Fleet

WOND (CP)

OAK RIDGE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Highlands Bcstrs., Inc.

WPTN (CP)

PARIS

Frequency: 910 Kc.....Power: 1000 Watts d.
Owned-Operated By..Broadcasters Associates
Partners...James H. McKee, Odes E. Robinson

WTPR

PARIS—EST. 1946

KBS

Frequency: 710 Kc.....Power: 250 Watts
Owned-Operated By....Kentucky Lake Bcstg. System, Inc.
Business Address .....Box 240
Phone Number 1700-1701
Studio Address.....100½ Market St.
Transmitter Location....Clifty Rd., off Highway 69
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Thomas F. Clark
President, General-Station Manager.....E. Weaks Smith
Commercial-Sales Promotion Manager, Publicity Director.....Parkman R. Feezor
Program Director.....Bettye Baggett
Production Manager, Chief Announcer.....Joseph A. Brandt
Musical Director.....James A. Brice
Chief Engineer.....Carlos Steele
Farm Editor.....Ernest Greer

WKSR

PULASKI—EST. 1947

MBS

Frequency: 730 Kc.....Power: 250 Watts
Owned By.....Pulaski Broadcasting Co.
Operated By..Robert W. Rounsaville, Partner
Business-Studio Address..Radio Bldg., P. O. Box 1050
Phone Number.....661 & 634
Transmitter Location..Lawrenceburg Highway
Air Time.....Local Sunrise-Local Sunset
News Service.....UP
President-Partner, General Manager.....Robert W. Rounsaville
Station-Commercial Mgr.....Virgil Trimm
Sales Promotion Manager, Publicity Director .....Hugh Brewer
Program Director, Production Manager .....Bill Schoocraft
Chief Announcer, Farm Editor.....Joe Price
Chief Engineer.....Elton Chick

WHAL

SHELBYVILLE—EST. 1946

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Shelbyville Bcstg. Co.
Business Address.....112½ East Side Square
Partners.....J. O. Fly, Sr., Geo. F. Fly, Harvard P. Smith

WJIG (CP)

TULLAHOMA

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Tri-Cities Bcstg. Co.
Business Address.....Box 411
Partners.....Raymond L. Prescott, Jr. and Henry L. Wilson

WENK

UNION CITY—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Union City Bcstg. Co.
Business-Studio Address..First & Washington St.
Phone Number 1240
Transmitter Location.....U. S. Highway No. 45, 1½ miles N. E. of City
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
President, Station Mgr.....B. Cary Brummel
General Manager.....A. B. Robinson
Commercial Manager.....David Capps
Program Director.....James Blaine
Production Manager.....Lou Wrather
Publicity Director.....Charles Black
Chief Announcer.....Jack Dill
Musical Director.....John Roach
Chief Engineer.....James Thomas
Farm Editor.....Hank Huggins

WCDT (CP)

WINCHESTER

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Arthur D. Smith, Jr.
Owner.....Arthur D. Smith

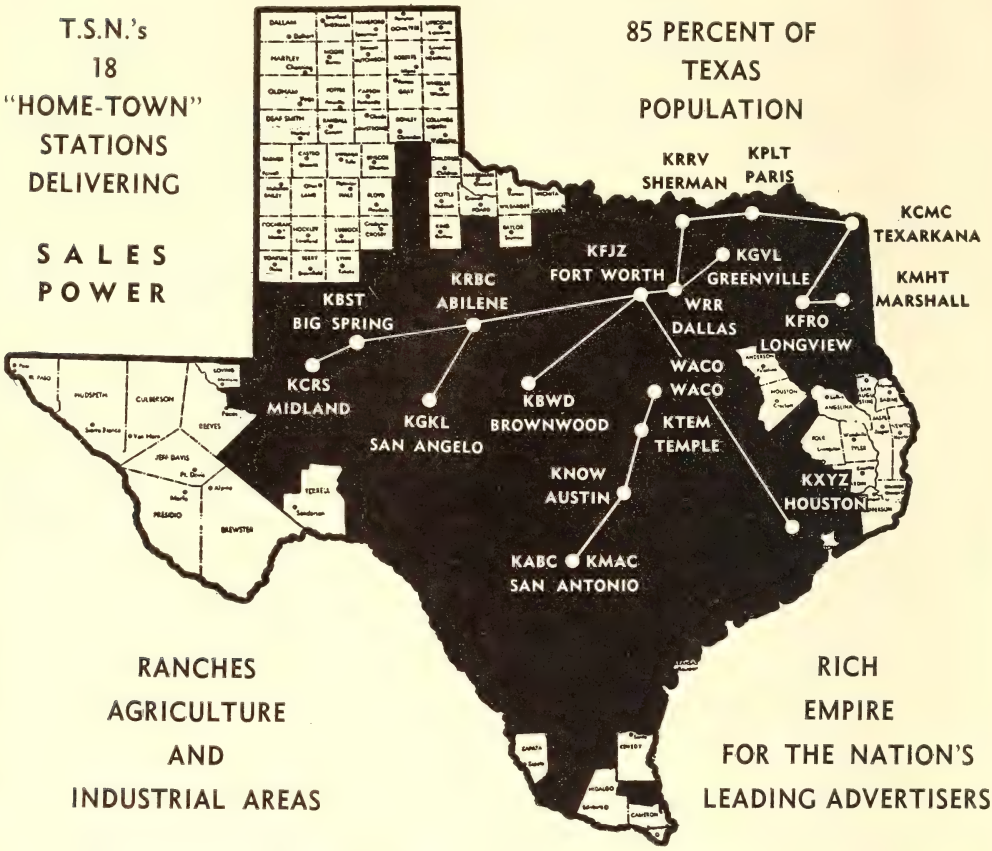
TEXAS' 4 MAJOR MARKETS . . .

COVERED BY T.S.N.

T.S.N.'s
18
"HOME-TOWN"
STATIONS
DELIVERING

SALES
POWER

85 PERCENT OF
TEXAS
POPULATION



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RICH
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FOR THE NATION'S
LEADING ADVERTISERS

WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T
MARKETS OF TEXAS
HERE IS THE MARKET DATA!

Population	5,814,500
Families	1,608,500
Retail Sales	$3,559,325,000
Food Store Sales	839,761,000
Gen. Mdse. Store Sales	562,729,000
Drug Store Sales	159,322,000
Effective Buying Income	5,284,363,000
Gross Farm Dollars	932,995,000

Source: Sales Management's Survey of Buying Power,
May 10, 1947.

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

TEXAS

Estimated Population 7,118,000—% Increase +11.0—Radio Homes 1,481,168
Farms with Radios 267,440—Stations in State 131

KRBC
ABILENE—EST. 1936
ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Bcstg. Co.
Business Address.....Abilene, Texas
Phone Number 6255
Studio Address.....Windsor Hotel
Transmitter Location.....341 Ambler Ave.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....M. B. Hanks
Vice President, Station Mgr....Howard Barrett
Commercial Manager.....Forest Lane
Program Director.....Bro Mingus
Production Manager.....Dorothy Estep
Publicity Director.....Charles Manes
Chief Engineer.....J. B. Casey

KBKI
ALICE—EST. 1947

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....P. O. Box 731
Phone Number 1360-8
Studio Address.....Alice Hotel
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative...Donald Cooke, Gene Grant
Membership .....NAB
President.....E. G. Lloyd, Jr.
General-Station Manager.....Leon Lloyd
Program Director.....Jaye Allyn Frye
Chief Engineer.....John H. Mayberry

KVLF
ALPINE—EST. 1947
MBS—SOUTHWEST NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number 37
Studio Address.....Holland Hotel
Air Time.....15 hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Katz Agency
Membership .....NAB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager.....George H. Peters, Jr.
Commercial Manager.....George Peters
Chief Engineer.....Jack Cecil

KAMQ
AMARILLO—EST. 1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By..Top of Texas Bcstg. Co.
Business Address.....1301 Polk St.
Phone Number.....2-6543
News Service.....AP
Transcription Service.....Thesaurus
Representative .....Griffith
President.....Walter G. Russell
General Manager.....W. J. Dickerson
Commercial Manager.....Jack Petrie
Promotion Manager.....W. J. Dickerson
Program Director.....Ray Whitworth
Chief Engineer.....Stewart Parsons

KFDA
AMARILLO—EST. 1939
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Amarillo Bcstg. Corp.
Operated By...Gilmore Nunn, J. Lindsay Nunn
Business-Studio Address.....109 E. 5th St.
Phone Number 5343
Transmitter Location.....109 E. 5th St.
Air Time..6 a.m.-12 p.m.; 7 a.m.-12 p.m., Sun.
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President .....Gilmore Nunn
General-Commercial Mgr.....H. P. Roberson
Program Director.....Bill Fairley
Publicity Director.....Bill Kelley
Chief Announcer.....Noel Luddy

KGNC
AMARILLO—EST. 1922
NBC—LONE STAR CHAIN

Frequency: 710 Kc.....Power: 10000 Watts d., 1000 n.
Owned-Operated By.....Plains Radio Broadcasting Co.
Address.....Radio Building, 8th & Harrison
Phone Number.....4242
Transmitter Location.....Bellaire Park
Air Time.....18 hours per day
News Service.....AP & UP
Transcription Service...Lang-Worth, Standard, M. M. Cole
Representative..Taylor Howe Snowden, Radio Sales
Membership .....NAB, BMB
President.....Gene A. Howe
Exec. General Mgr.....O. L. Taylor
General Manager.....Aubrey Jackson
Program Director.....Bob Watson
Chief Engineer.....William H. Torrey

KVAI

AMARILLO—EST. 1947

MBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By..Plains Empire Bcstg. Co.
Business Address.....1014 W. 7th St.
Phone Number.....2-6773
News Service.....UP
President-General Mgr.....Lonnie J. Preston
Commercial Manager.....Jim Rennie
Chief Engineer.....George McBride

KBUD (CP)

ATHENS

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Operated By..The Henderson County Bcstg. Co.
Business Address.....3524 S. Henderson St., Fort Worth
Partners.....J. B. McNutt, Jr., Merl Saxon

KNOW

AUSTIN—EST. 1926

TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Frontier Bcstg. Co., Inc.
Business-Studio Address..520 Capital National Bank Bldg.
Phone Number 2-6213
Transmitter Location.....First & Tillery Sts.
Air Time.. .....6 a.m.-12 M.
News Service .....AP
Transcription Service.....Capitol
Representative ....Weed
Membership .....NAB, BMB
President.....Gene L. Cagle
Station Manager.....Louis R. Cook
Commercial Manager.... ....M. H. Coleman
Program-Publicity Director....Conrad Vernon
Musical Director.....Marjorie Doggett
Chief Engineer.....James E. Lewis

KTBC

AUSTIN—EST. 1939

CBS

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texas Bcstg. Corp.
Business-Studio Address.....Brown Bldg, P. O. Box 717
Phone Number 2-2424
Transmitter Location.....Manchaca Rd.
Air Time.....18½ hrs. daily; 18 hrs. Sun.
News Service ....UP
Transcription Service .....World
Membership .....Taylor-Howe-Snowden
Membership .. ..NAB
President.....Claudia T. Johnson
Vice President, General-Station Manager.....J. C. Kellam
Sales Manager.....Willard Deason
Publicity Director.....Harvey O. Payne
Chief Announcer.. .....Jack Gwyn
Musical Director.....Christine Tinsley
Chief Engineer.....Frank W. Yeagley
Farm Editor.....K. D. Willingham

KTXN (CP)

AUSTIN

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Thomas G. Harris
General Manager.....Thomas G. Harris

KVET

AUSTIN—EST. 1946

MBS

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Austin Bcstg. Co., Inc.
Business-Studio Address....113 West 8th St., Box 116
Phone Number 88521
Transmitter Location..... ....Old Burnet Rd.
Air Time.....18 hrs. daily
News Service .....UP
Transcription Service.....Lang-Worth
Representative ..... Forjoe
Membership .....NAB
President, General-Station Manager.....John B. Connally
Commercial-Sales Promotion Mgr...J. J. Pickle
Program-Publicity Director, Production Manager.....Fred M. Caldwell
Musical Director.....Carl F. Mann
Chief Engineer.....Frank Yeagley

KRUN

BALLINGER—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Runnels County Bcstg. Co.
News Service.....AP
Transcription Service.....Standard
President-General Manager.....R. E. Bruce
Program Director.....J. M. Isaacs
Chief Engineer.....J. O. Braden

KIOX

BAY CITY—EST. 1947

MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned By.....Bay City Bcstg. Co.
Operated By.....J. G. Long
Business Address.....Box 1391
Phone Number 642-3
Studio-Transmitter Location..State Highway 35, 2 mi. from Bay City city limits, E.
Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.

News Service .....AP
Transcription Service .....Thesaurus
Representative .....Homer Griffith
Membership .....NAB, BMB
President, Managing Director.....J. G. Long
General Manager.....Verne V. Trembley
Station Manager.....Royce A. Collier
Commercial Manager.....George S. Lanham
Program Director.....Mrs. Olgie Premont
Production Manager.....Joseph Zimmerman
Publicity Directors.....Verne Trembley, Royce Collier
Chief Announcer.....Bob Premont
Musical Director.....Roy Nichols
Chief Engineer.....Frank Woods

KFDM

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc.....Power: 1000 Watts (CP 5000 Watts)
Owned-Operated By....Beaumont Bcstg. Corp.
Business Address.....P. O. Box 2950
Phone Number 2-7758
Studio Address....Edson Hotel, Cor. Liberty & Pearl Sts.
Transmitter Location.....Cor. Doucette & Grove Sts.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service....Lang-Worth, Standard
Representative.....Free & Peters
Membership.....NAB, BMB
President.....D. A. Cannan
General-Station Manager.....C. B. Locke
Commercial Manager.....Ed. E. Carroll
Sales Promotion Manager....Helen Caldwell
Program Director.....Dave Russell
Production Manager.....Conrad Bering
Publicity Director.....Ralph Ramos
Chief Announcer.....Jim Griffith
Chief Engineer.....Lawrence Sanders

KPBX

BEAUMONT—EST. 1947

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KPBX Bcstg. Co.
Business-Studio Address....New Crosby Hotel
Phone Number..Studios: 2-0201; Transmitter: 715
Transmitter Location.....4945 Fannett Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service....Standard, MacGregor, SESAC
Representative .....Forjoe
Membership .....NAB
President, General-Station-Commercial Manager.....Wm. Paul Beville
Program-Musical Director.....James Simmons
Chief Engineer.....R. H. Murdock

KRIC

BEAUMONT—EST. 1938

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRIC, Inc.
Address.....130 Wall Street
Phone Number.....4200
News Service.....AP
Transcription Service.....Thesaurus, Capitol, Associated
Membership .....NAB, BMB
President-Owner.....E. C. Davis
General Manager.....Phillip E. Dusenbury
Chief Engineer.....M. J. Easterwood, Jr.

KTRM

BEAUMONT—EST. 1947

KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....KTRM, Inc.
Business Address.....230 Orleans St.
Phone Number.....2-8478
News Service.....AP, INS
Transcription Service.....World
President-General Manager.....Jack Neil
Commercial Manager.....G. L. Kirk
Chief Engineer.....Ben F. Hughes

KBST
BIG SPRING—EST. 1936
ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Big Spring Herald Bcstg. Co., Inc.
Business-Studio Address.....702 Johnson St.
Phone Number 1500
Transmitter Location..1 mi. N.E. of Big Spring
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....John E. Pearson
Membership .....NAB, BMB
General-Station Manager.....Jack Wallace
Commercial-Sales Promotion Mgr.....Bill Cox
Program-Publicity Director.....Lloyd Hawkins
Chief Engineer.....Andrew Jones

KFYN (CP)
BONHAM

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Frank Svoboda

KHUZ
BORGER—EST. 1947
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Hughes
Business Address.....Highway 117
Phone Number 1600
Studio-Transmitter Location..Off Highway 117, Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth, World SESAC
Membership .....NAB
President-Owner.....R. G. Hughes
General Manager.....Wayne Phelps
Sales Manager.....Les Helmes
Program Director.....Hal Moon
Chief Engineer.....Herman Kreiger

KNEL
BRADY—EST. 1935
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....G. L. Burns
Business Address.....Brady, Texas
Phone Number 77
Studio Address.....Brady, Texas
Transmitter Location.....1 mi. E. of Brady
Air Time .....Unlimited
News Service .....AP
General Station Manager.....G. L. Burns
Commercial-Sales Promotion Mgr...C. D. Reed
Program Director.....Gene Burns
Chief Engineer.....Cecil Nelin

KSTB
BRECKENRIDGE—EST. 1947

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By..Stephens County Bcstg. Co.
Business Address.....Miller Bldg.
Partners.....Robert W. Chapman, Manning L. Trammell

KWHI
BRENHAM—EST. 1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Thomas S. Whitehead
News Service.....UP
Transcription Service.....Lang-Worth
President-General Mgr.....Tom S. Whitehead
Chief Engineer.....H. B. Balch

KVAL
BROWNSVILLE—EST. 1946
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....KEEW, Ltd.
Address.....2701 San Benito Highway
Phone Number.....1273
Transmitter Location.....2701 San Benito Highway
Air Time.....6 a.m. to Midnight
News Service.....AP
Representative.....Free & Peters
Membership.....NAB, BMB
President.....T. Frank Smith
General Manager.....Byron Winstead
Commercial Manager.....Dick Smith
Promotion Manager.....Duane McCoy
Program Director.....Fred McCall
Chief Engineer.....Leonard Dutton

KBWD
BROWNWOOD—EST. 1941
MBS—TEXAS STATE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned By.....Brown County Bcstg. Co.
Operated By.....Wendell Mayes
Business-Studio Address.....800 Hawkins St.
Phone Number 2401-2
Transmitter Location.....Williams Ranch Rd.
Air Time.....18 hrs. daily; 17 hrs. Sun.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
President, General-Station Manager .....Wendell Mayes
Commercial Manager.....F. T. Wilson
Program Director.....Howard Edwards
Chief Announcer.....William T. Field
Chief Engineer.....A. W. Stewart

KORA

BRYAN—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Bryan Bcstg. Co.
Business Address.....305 W. 26th St.
Phone Number.....2-1451
News Service.....AP
Transcription Service.....Thesaurus
Owner-General Manager...David C. Jones, Jr.
Commercial Manager.....Maxine Saunders
Promotion Mgr.-Program Dir.....Cecil Beardon
Asst. Mgr. & Chief Engineer..Robert M. Shuffler

KCTX

CHILDRESS—EST. 1947

MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Golden West Bcstg.
Business-Studio Address....217½ North Main
Phone Number.....1086
Transmitter Location..½ mi. S.W. of Childress
Air Time.....Local sunrise-local sunset
News Service.....AP
Membership.....NAB
President, Commercial Mgr...Richard M. Hagan
General-Station Manager....George D. Cowan
Program Director.....James D. Abbott
Publicity Director.....Peggy Bellah
Chief Engineer.....Hal S. Christensen

KCLE

CLEBURNE—EST. 1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Operated By.....Marti, Inc.
Business-Studio Address.....919 North Main
Phone Number.....1025-6; Transmitter 181
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Capitol
Membership.....NAB
General Mgr., Chief Engineer..George W. Marti
Station Manager.....Jo C. Marti
Commercial Manager.....John Marti
Program Director.....Billie D. Moorman
Farm Editor.....C. A. Munch

KSTA

COLEMAN—EST. 1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Operated By...Coleman County Bcstg. Co.
Business Address.....Box 827
Phone Number.....8406
News Service.....UP
Transcription Service.....Capitol
General Manager.....Jack South
Chief Engineer.....A. W. Stewart

WTAW

COLLEGE STATION—EST. 1921

ABC

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Operated By..A. & M. College of Texas
Business Address.....College Station
Phone Number.....4-6724
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World
Representative.....Homer Griffith
Membership.....NAB, BMB
Station-Commercial Manager....W. R. Pierre
Sales Promotion Manager.....B. J. Cook
Publicity Director.....Mary Jo Trimble
Chief Engineer.....Frank J. Sosolik
Farm Editor.....Andy Adam

KEYS

CORPUS CHRISTI—EST. 1941

CBS

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Business-Studio Address..Centre Theatre Bldg.
Phone Number.....2-7411
Transmitter Location.....Cantwell Lane
Air Time.....6 a.m.-12 M.
News Service.....UP
Transcription Service.....World
Representative.....Taylor-Howe-Snowden
Membership.....NAB, BMB
General Manager.....Bill Hughes
Station-Commercial Manager...Kelly Wofford
Program Director.....Bill McRae
Production Manager.....Mary Ann Adams
Publicity Director.....Roasmay Minnich
Chief Announcer, Musical Dir.....Ralph Davis
Chief Engineer.....Harold Griffith

KRIS

CORPUS CHRISTI—EST. 1937

NBC—TEXAS QUALITY NETWORK

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Coast Bcstg. Co.
Business-Studio Address.....P. O. Box 840
Phone Number.....6354
Transmitter Location.....Shore Drive
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters
Membership.....NAB, BMB
President, General-Station Mgr...T. Frank Smith
Commercial Manager.....W. M. Eikner
Promotion Manager.....Jack Lozier
Program Director, Production Manager.....Charles Nethery
Chief Engineer.....Ted Gilliland

KRLD

Oldest CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH *Area!*

BMB DATA — NIGHTTIME

BMB %		No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS	93%		96,600	90,520
Dallas County	92%		128,720	118,890
FORT WORTH	88%		64,650	56,910
Tarrant County	87%		79,850	69,450
50% or more		126	693,350	531,290
40% " "		182	861,430	606,010
30% " "		249	1,028,750	661,970
20% " "		362	1,320,120	730,870
10% " "		597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %		No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS	81%		96,600	79,030
Dallas County	81%		128,720	104,230
FORT WORTH	75%		64,650	48,620
Tarrant County	77%		79,850	61,680
50% or more		104	979,980	494,840
40% " "		138	1,086,900	542,920
30% " "		172	1,187,690	578,030
20% " "		236	1,459,310	654,200
10% " "		335	1,770,240	692,670

Number 1 Radio Station **KRLD** *Number 1 Radio Market South*

The Times Herald Station

Represented by the Branham Company

KSIX
CORPUS CHRISTI—EST. 1947
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corpus Christi Bcstg. Co. Inc.
Business-Studio Address.....533 Upper N. Broadway
Phone Number 2-9242
Transmitter Location.....Whelan Dr.
Air Time.....6 a.m.-12 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB
President, General-Station Manager.....Vann M. Kennedy
Commercial Manager....Charles R. Manning
Sales Promotion Manager.....Ray Lewis
Program-Musical Director, Production Manager, Chief Announcer.....Jack Foster
Publicity Director.....Mary Tompkins
Chief Engineer.....Troy Whitiker

KWBU
CORPUS CHRISTI—EST. 1943

Frequency: 1030 Kc....Power: 50,000 Watts d.
Owned By..Baylor University of Waco, Texas
Operated By....Radio Station WKBJ (Department of Baylor University)
Business Address.....P. O. Box 898
Phone Number 5258
Studio Address.....White Plaza Hotel
Transmitter Location.....Gregory, Texas
Air Time.....Daytime license
News Service .....AP
Representative .....Branham
General Manager.....Carr P. Collins
Station Manager.....Homer Hogan
Program Director, Farm Editor....Bob McBride
Chief Announcer.....Martin Lucas
Musical Director.....Rose Belek
Chief Engineer.....Nestor Cuesta

KAND
CORSICANA—EST. 1937
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Business-Studio Address.....State National Bank Bldg.
Phone Number 2486-7-8
Transmitter Location.....U. S. Highway 75
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service....Standard, Thesaurus, Cole
Representative .....Branham
Membership .....NAB, BMB
Vice President.....J. C. West
General Manager.....Ernest T. Jones
Chief Engineer.....E. R. Hellums

KIXL
DALLAS—EST. 1947

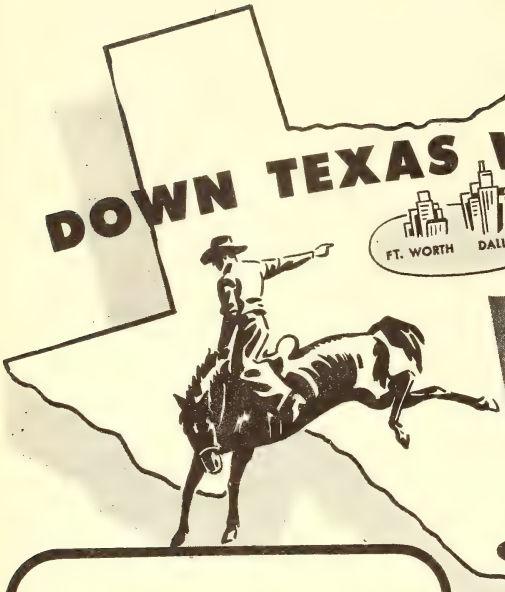
Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By..Variety Bcstg. Co., Inc.
Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative .....William G. Rambeau
Membership .....NAB
President, General Manager.....Lee Segall
Station Manager.....Tom Massey
Program Director.....Charles Payne
Production Manager.....John Wilson
Chief Engineer.....Bob Tripp

KLIF
DALLAS—EST. 1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Trinity Bcstg. Corp.
Business-Studio Address....Cliff Towers Hotel,
Phone Number.....W-0328
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Associated
Representative....Burke, Kuipers & Mahoney
Membership .....NAB
President.....Barton R. McLendon
Executive Director.....Gordon B. McLendon
Station-Commercial Mgr.....Aubrey H. Escoe
Promotion Director.....David A. Ward
News Director, Farm Editor....Loren Watson
Publicity Director.....David A. Ward
Chief Engineer.....Glenn Callison

KRLD
DALLAS—EST. 1926
CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Operated By.....KRLD Radio Corp.
Business-Studio Address.....Hotel Adolphus
Phone Number.....Central 6811
Transmitter Location.....Garland, Texas
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, INS
Transcription Service.....Standard, Capitol SESAC
Representative .....Branham
Membership .....NAB, BMB
Chairman of Board.....Tom C. Gooch
President.....John W. Runyon
Managing Director.....Clyde W. Rembert
Commercial Manager.....Wm. A. Roberts
Sales Promotion-Asst. Manager, Publicity Director .....J. W. Crocker
Program Director.....Roy George
Production Manager.....John Hicks
Chief Announcer.....Ves R. Box
Musical Director.....Hugh Fowler
Chief Engineer.....Roy M. Flynn



DOWN TEXAS WAY... use Station WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

It's as simple as

1 · 2 · 3

to make the rich DALLAS - FT. WORTH market PAY!

1 STATION WFAA

2 FREQUENCIES 820 + 570

3 NETWORKS NBC-ABC-TQN

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage* from *one Station,* on *two frequencies,* and with the top attractions of *three networks,* to provide greater audience appeal and *sales impact* on the Southwest's greatest market.

Station WFAA

DALLAS, TEXAS

and WFAA FM

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally

EDWARD PETRY *and* COMPANY

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sky Bcstg. Service
Business-Studio Address.....Hotel Stoneleigh, 2927 Maple Ave.
Phone Number.....Central 6193-4
Transmitter Location.....Bruton Rd., Dallas County
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....A. L. Chilton
Station-Commercial-Sales Promotion Manager.....R. G. Terrill
Program Director.....Leonard Holland
Chief Announcer, Farm Editor.....Richard F. Parker
Musical Director.....John A. Hitt
Chief Engineer.....Morris M. Ming

WFAA

DALLAS—EST. 1922

NBC—ABC—TEXAS QUALITY NETWORK

Frequency: 820 Kc.....Power: 50,000 Watts
(570 Kc.).....(5000 Watts)
Owned-Operated By.....A. H. Belo Corp.
Business Address.....815 Commerce St.
Phone Number.....Central 2451
Studio Address.....1122 Jackson St.
Transmitter Location.....Grapevine, Texas; Arlington, Texas
Air Time..18 hrs. daily (dividing time on 820 and 570 Kc. with Fort Worth)
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Edward Petry
Membership .....NAB, BMB
President.....E. M. Dealey
General Manager.....Martin B. Campbell
Commercial Manager.....Ralph W. Nimmons
Sales Promotion Manager..Robert E. Summers
Program Director.....Ralph K. Maddox
Production Manager.....Elliott Robertson
Publicity Director.....Louis Breault
Chief Announcer.....Hal Thompson
Chief Engineer.....Raymond Collins
Farm Editor.....Murray Cox

WRR

DALLAS—EST. 1920

MBS—TEXAS STATE NETWORK

Frequency: 1310 Kc.....Power: 5000 Watts d.
Owned-Operated By....City of Dallas, Texas
Business-Studio Address.....Municipal Radio Bldg., State Fair Grounds
Phone Number.....Tenison 3-6101
Transmitter Location.....White Rock Lake
Air Time..5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service .....AP
Representative .....Weed
Membership .....NAB, BMB
Chairman .....E. O. Cartwright
General-Station Mgr.....Charles B. Jordan
Commercial Manager.....Dale Drake
Program Director.....Pete Teddlie
Production Manager.....Roy I. Newman
Publicity Director.....Pete Teddlie
Musical Director.....James Thornhill
Chief Engineer.....Durward J. Tucker
Farm Editor.....Al Jones

KDLK

DEL RIO—EST. 1947

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Del Rio Bcstg. Co.
Phone Number.....1150
Representative .....Griffith
President-General Mgr.....James A. Clements
Promotion Manager.....Gonzalo G. Moyo
Program Director.....John Harris
Chief Engineer.....Norman Lassetter

KDNT

DENTON—EST. 1938

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
Address.....Radio Center
Phone Number.....276
Transmitter Location.....Highway No. 24
Air Time.....7 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....Thesaurus
Membership .....BMB
Owner-Gen.Manager.....Harwell V. Shepard

KURV

EDINBURG—EST. 1947

Frequency: 710 Kc.....Power: 250 Watts d. (CP 1000 d. & n.)
Owned-Operated By....James Cullen Looney
Business-Studio Address.San Antonio Highway
Phone Number 710
Transmitter Location.....2 mi. N. of Edinburg
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB, BMB
President-Owner.....James Cullen Looney
General-Commercial Mgr.....Louis Aiken, Jr.
Station-Sales Promotion Mgr.....Jane Trimner
Program Director.....Stuart Graymount
Production Manager.....Allan Dale
Chief Engineer.....Warren Chase

QUIZ QUICKIES

(FOR SHREWD TIME-BUYERS)

1. Why do we use a double-barrel shotgun?

To get the bird! Two shots *double* your chances of getting the big ones.

2. Why do we use the KFJZ-WRR combination in Ft. Worth-Dallas?

To get the sale! Two stations for one price give you a *double* shot at this rich market.

Fort Worth-Dallas Area

Population	1,900,000
Buying Income	$2,000,000,000
Radio Homes	410,033

TEXAS' BEST RADIO BUY

WRR DALLAS — KFJZ FT. WORTH

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

KELP

EL PASO—EST. 1947

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By....Paso Bcstg. Co., Inc.
Business-Studio Address.....106 Texas St., P. O. Box 1348
Phone Number 3-3658
Transmitter Location....1 mi. E. of El Paso on Highway 80
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....BMB
President.....Ed V. Mead
General Manager, Sec.-Treas.....Tim Carroll
Commercial Manager.....J. J. Walden, Jr.
Chief Engineer.....Jesse M. Neil, Jr.

KEPO

EL PASO—EST. 1947

ABC

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Operated By.....H. J. Griffith
Business Address...2419 N. Piedras St., Dallas
Phone Number.....5-2731
News Service UP
Transcription Service.....Standard
Representative .....Raymer
President.....H. J. Griffith
General Manager.....Willard L. Kline
Commercial Manager.....Larry Clair
Program Director.....John Hicks
Chief Engineer.....E. L. Gernoetz

KROD

EL PASO—EST. 1940

CBS—SOUTHWEST

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n. (CP 5000 d. & n.)
Owned-Operated By....Roderick Bcstg. Corp.
Business Address.....P. O. Box 1799
Phone Number 2-6551
Studio Address.....2201 Wyoming St.
Transmitter Location.....Hammett Blvd.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service..Associated, Standard, Cole
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President.....Dorrance D. Roderick
General Manager.....Val Lawrence
Sales Promotion Manager.....Frank Junell
Program Director.....Ted Hunt
Production Manager.....Dick Weaver
Publicity Director.....Tom Wisehart
Chief Engineer.....Edward P. Talbott
Farm Editor.....Robert Canavan

KSET

EL PASO—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sunland Bcstg. Co.
Business Address.....307 Mills St.
Phone Number.....3-2693
News Service.....AP
Transcription Service.....World, Long-Worth
President.....Edward D. Hodge
General Manager.....Vincent W. McConn
Commercial Manager.....William H. Gerlach
Program Director.....David E. Bigley
Chief Engineer.....Lloyd W. Hilburn

KTSM

EL PASO—EST. 1929

NBC

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Tri-State Bcstg. Co., Inc.
Business-Studio Address....801 N. Oregon St.
Phone Number.....Main 3122
Transmitter Location..First Ave., Lower Valley, El Paso, Texas
Air Time..6 a.m.-11:30 p.m. except Sat.-12 p.m.
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Mrs. Frances Walz Bredberg
General-Station Manager.....Karl O. Wyler
Commercial-Sales Promotion Manager, Publicity Director .....Roy T. Chapman
Program Director, Production Mgr...Jack R. Rye
Chief Announcer.....Allan Johnston
Musical Director.....Jack B. Chapman
Chief Engineer.....Kenneth J. Walton

KFJZ

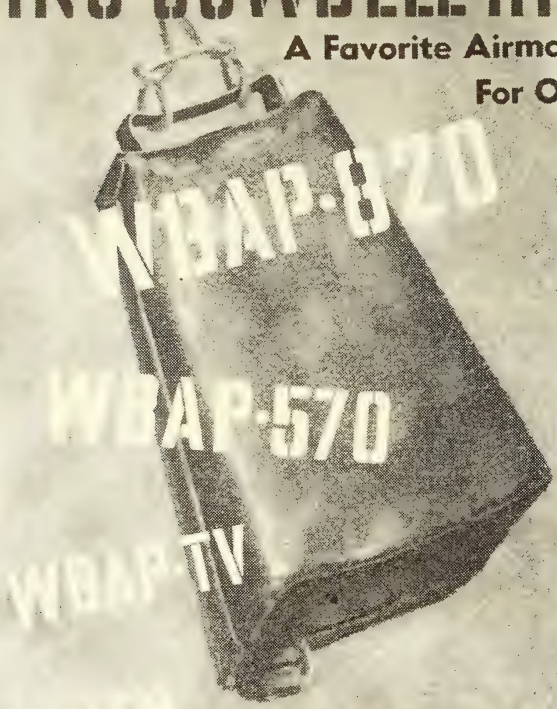
FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Tarrant Bcstg. Co.
Business-Studio Address....1201 W. Lancaster Ave.
Phone Number 3-3474
Transmitter Location.....Birdville, Texas
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Representative .....Weed
Membership .....NAB
President, General-Station Mgr...Gene L. Cagle
Commercial-Sales Promotion Manager, Publicity Director.....Clyde D. Pemberton
Program Director, Chief Announcer.....Walton K. Blanton
Chief Engineer.....Truett Kimzey

RING COWBELL RING

A Favorite Airmark in Texas For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570 kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS--results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--WBAP-TV and WBAP-FM.

ABC 570 Kc 5,000 watts — NBC 820 Kc 50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain — Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. — George Cranston, Mgr.

Harold Hough, Dir. — Keith Baldwin, Com. Mgr., AM

Roy Bacus, Com. Mgr., TV

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Bldg. 3-1234 — Detroit: 3463 Penobscot Bldg. Cadillac 4255 — San Francisco: 58 Sutter Sutter 4353 — Atlanta: 322 Palmer Bldg. Main 5667

New York: 444 Madison Ave Plaza 5-4130 — Chicago: 180 N Michigan Franklin 6373 — Hollywood: 6331 Hollywood Hollywood 2151

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Worth Bcstg. Co.
Business-Studio Address.....Houston & 9th
Phone Number 2-9231
Transmitter Location.....Old Denton Rd. in Tarant County
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, McGregor
Representative .....Rambeau
Membership .....NAB
President.....P. W. Seward
General-Station Manager.....Forrest Wallace
Program Director, Production Manager .....Ralph Widman
Chief Engineer.....Melvin Parsons
Farm Editor.....Lewis Love

KCNC

FORT WORTH—EST. 1946

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By..Blue Bonnet Bcstg. Corp.
Business Address.....705½ Main St.
Phone Number.....2-7175
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Walker
President-General Mgr.....J. H. Speck
Vice President.....A. Earl Cullum, Jr.
Secy.-Treas. .....Elliott Wilkinson
Asst. Mgr.-Tech. Dir.....Jack Hopkins
Program Director.....Jim Bradley
Chief Engineer.....Chester Grubbs

KXOL

FORT WORTH—EST. 1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By....Fort Worth Bcstg. Co.
Business-Studio Address....1216 Pennsylvania Ave.
Phone Number 31448
Transmitter Location...Corner Piper Lane & Calloway Rd.
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
President.....F. M. Skinner
Secretary, General-Station-Commercial Manager .....Russ N. Lamb
Program Director, Production Manager, Chief Announcer.....Bill Herring
Publicity Director.....Bob Mayberry
Vice President, Chief Engineer..John R. Crouse

WBAP

FORT WORTH—EST. 1922

NBC-ABC-LSC-TEXAS QUALITY NETWORK

Frequency: 820 (570) Kc...Power: 50,000 Watts (5000 Watts)
Owned-Operated By..Carter Publications, Inc.
Business-Studio Address..Medical Arts Bldg.
Phone Number 3-1234
Transmitter Location.....Grapevine, Texas & Arlington, Texas
Air Time.....5:30 a.m.-12 M.
News Service .....AP
Transcription Service.....Cole, World
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Amon G. Carter
Radio Director.....Harold V. Hough
Station Manager.....George Cranston
Natl. Sales Director.....Keith Baldwin
Commercial Manager.....Roy I. Bacus
Sales Promotion Manager.....Jack Rogers
Program Director.....Ed Lally
Production Manager.....A. M. Woodford
Publicity Director.....Jack Rogers
Chief Announcer.....Frank Mills
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson
Farm Editor.....Layne Beaty

KNAF

FREDERICKSBURG—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gillespie Bcstg. Co.
Business-Studio Address..Security State Bank Bldg.
Phone Number 311
Transmitter Location.....N.W. of Town
Air Time.....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Commercial Manager....Jerry Fisher
Program Director.....Betty Grobe
Chief Engineer.....T. L. Kidd
Farm Editor.....Mike Davis

KGAF

GAINESVILLE—EST. 1947

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By...Gainesville Bcstg. Co.,
Business Address.....Training School Road
Phone Number.....1600
News Service.....AP
Representative .....Thesaurus, Standard
President.....Joe M. Leonard, Sr.
General Manager.....Joe M. Leonard, Jr.
Commercial Mgr.....Louis C. Pitchford, Jr.
Chief Engineer.....William R. Johnson

KGBC
GALVESTON—EST. 1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....James W. Bradner
Business Address.....Commerce Bldg.
Phone Number.....4329
News Service.....AP
Transcription Service.....Capitol
President-General Mgr...James W. Bradner, Jr.
Commercial Manager.....Floyd Smith
Program Director.....Dean Turner
Chief Engineer.....Jesse Simms

KLUF
GALVESTON—EST. 1928

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The KLUF Broadcasting Co.
President.....Geo. Roy Clough

KCTI
GONZALES—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Operated By.....Gonzales Bcstg. Co.
Business Address...425 St. George St. (Temp.)
Phone Number.....692
News Service.....AP
Transcription Service.....Capitol
Representative.....Gene Grant, Cooke
Chief Owner.....Lawrence M. Walshak, Frank Wilson, Jr.
Gen.-Commercial Mgr...Lawrence M. Walshak
Promotion Manager.....Frank Wilson, Jr.
Program Director.....Rosemary Hermann
Chief Engineer.....Frank Wilson, Jr.

KRCT
GOOSE CREEK—EST. 1947

KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Broadcasting Co.
Business Address.....Box 622

KREL
GOOSE CREEK—EST. 1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Tri-Cities Bcastg. Co.
Business Address.....P. O. Box 419
Phone Number.....1360
News Service.....UP
Transcription Service..Lang-Worth, Associated
President.....Robert Matherne
General Manager.....Virgil G. Evans
Commercial Manager.....Isabelle McConnell
Promotion Manager.....Virgil G. Evans
Program Director.....Harold Orton
Chief Engineer.....Harold Rench

KGVL
GREENVILLE—EST. 1946

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Business-Studio Address...Graham-Fagg Bldg.
Phone Number.....2066
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP
Membership.....NAB
President-Owner.....Truett Kimzey
General-Station Manager.....Earle Fletcher
Program Director.....Jimmy Jones
Chief Engineer.....Tom E. Clyce

KGBS
HARLINGEN—EST. 1941

CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Harbenito Bcstg. Co., Inc.
Business Address.....Box 711
Phone Number.....2200
Air Time.....5:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service....Associated, Standard, Capitol
Representative....Burke, Kuipers & Mahoney
Membership.....NAB, BMB
President.....McHenry Tichenor
General Manager.....Troy R. McDaniel
Commercial Manager.....Dave Bennett
Program Director.....Frank Parker
Chief Engineer.....W. O. Porter

KGRI
HENDERSON—EST. 1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Operated By.....Henderson Bcstg. Co.

KATL
HOUSTON—EST. 1947

TEXAS STATE NETWORK

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Texas Bcstrs.
Business-Studio Address..State National Bldg.
Phone Number.....Preston 3108-9-10
Transmitter Location.....Post Oak Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service....Lang-Worth, SESAC
Representative.....Weed
Membership.....NAB
President.....William Harry Talbot
General-Station Mgr...King Howard Robinson
Commercial Manager.....William C. Burks
Sales Promotion Manager.....Geneva Bond
Program Director.....William S. Newkirk
Production Manager.....Larry Blieden
Chief Engineer.....John O. Webb

KLEE

HOUSTON

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....W. Albert Lee
Business Address.....Milby Hotel
Phone Number.....Preston 1161
Transcription Service.....World
Representative .....Raymer
President.....W. Albert Lee
General Manager.....Ray E. Bright
Program Director.....Winthrop C. Sherman
Chief Engineer.....Paul Huhndorff

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By....The Houston Post Co.
Business-Studio Address.....Lamar Hotel
Phone Number.....Fairfax 7101
Transmitter Location.....Deepwater, Texas
Air Time..5:30 a.m.-12 M.; 6 a.m.-12 M., Sun.
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President-Owner.....W. P. Hobby
General Manager.....Jack Harris
Commercial Manager.....Jack McGrew
Sales Promotion Manager....Chas. C. Dyer, Jr.
Production Manager.....William Sprague
Publicity Director.....Barbara Liggett
Chief Engineer.....Harvey Wheeler
News Editor.....Pat Flaherty

KTHT

HOUSTON—EST. 1944

MBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Texas Star Bcstg. System
Business-Studio Address.....4000 S. Main St.
Phone Number.....Capitol 6246
Transmitter Location....La Porte Highway at San Jacinto Monument
Air Time.....6 a.m.-2 a.m.
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Walker
Membership .....NAB, BMB
President.....Roy M. Hofheinz
Attorney-Executive Asst.....John Erle Stephen
General-Station-Commercial-Sales Promotion Manager .....Ted Hills
Program Director, Production Manager.....Jack Edmonds
Public Relations.....John Erle Stephen
Musical Director.....Glenn Miller
Chief Engineer.....Louis Jelly

KTRH

HOUSTON—EST. 1930

CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By.....KTRH Bcstg. Co.
Business-Studio Address.....Rice Hotel
Phone Number.....Preston 4361
Air Time.....5:30 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
Station Manager.....B. F. Orr
Commercial Manager.....Ray Herndon
Program Director.....Ted Nabors
Production Manager.....Edward Fritsch
Publicity Director.....George McCormack
Chief Engineers.....Lester Mullan, Tom Hiner
Farm Editor.....George Roesner

KXYZ

HOUSTON—EST. 1930

ABC

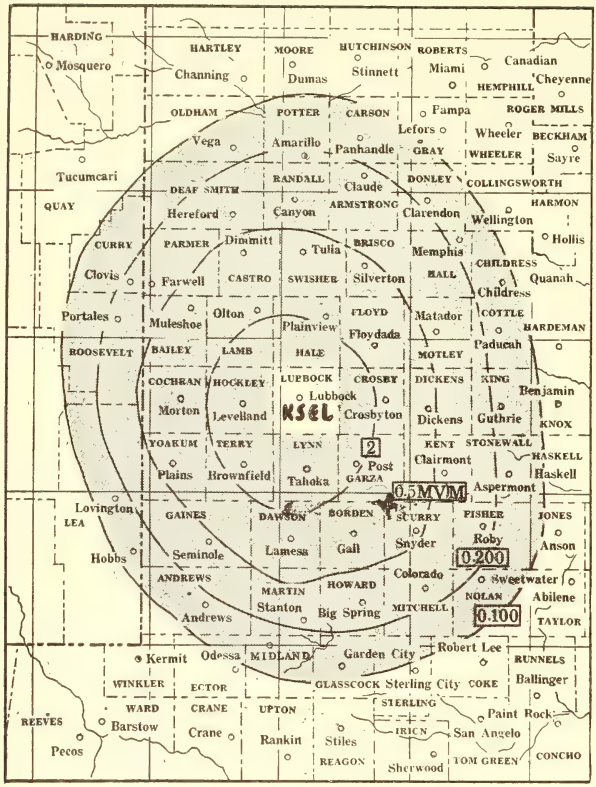
Frequency: 1320 Kc.....Power: 5000 Watts
Owned By.....Harris County Bcst. Co.
Business-Studio Address..Fifth Floor Gulf Bldg.
Phone Number.....Capitol 6151
Air Time.....20 hrs. daily
News Service .....AP
Transcription Service..Lang-Worth, Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President-Owner.....M. Tilford Jones
Station Manager.....R. H. Reinecker
Sales & Commercial Mgr.....Wm. F. Bennett
Sales Promotion Manager....Arthur I. Finger
Production Manager.....Bob Blase
Publicity Director.....Audrey Jones Beck
Chief Engineer.....Gerald R. Chinski

KSAM

HUNTSVILLE—EST. 1938

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. G. Long, et al
Business Address.....P. O. Box 312
Phone Number 666
Studio-Transmitter Location.....Highway 75S
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Homer Griffith
Membership .....BMB
President-Owner.....J. G. Long
General Manager.....Verne Trembley
Station-Commercial Mgr.....Harvard C. Bailes
Program Director.....James C. Dorrell
Chief Engineer.....John W. Neathery
Farm Editor.....Don L. Gulihur



Speaking of SURVEYS

....AND WHO ISN'T?

POPULATION 671,200

RETAIL SALES $859,446,000

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE

KSEL'S CASH REGISTER-ABILITY

Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes".) Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jockeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

NATIONAL REPRESENTATIVE, HAL HOLMAN CO.
NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

LUBBOCK, TEXAS

KEBE
JACKSONVILLE—EST. 1947

KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Business Address.....P. O. Box 1312
Phone Number 2211-2
Studio Address.....Pierce Lane & Lake St.
Transmitter Location.....Keebie Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Membership .....NAB, BMB
President-Owner, General Mgr.. Bill Laurie
Station Manager, Publicity.....Emo Laurie
Commercial Manager.....Bob Stoner
Program Director.....Tommy Perryman
Chief Engineer.....Wm. M. McCreary, Jr.

KOCA
KILGORE—EST. 1936

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Oil Capitol Bcstg. Assn.
Business Address.....P. O. Box 989
Phone Number 897-8
Studio Address.....Radio Bldg.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Membership .....BMB
President, General Manager....Roy G. Terry
Station-Commercial Manager....H. A. Degner
Sales Promotion-Production Mgr...R. J. Audrey
Program Director.....H. W. Haygood
Publicity Director.....Bette Chapman Balch
Chief Engineer.....Karem O. Soule

KPET
LAMESA—EST. 1947

KBS

Frequency: 690 Kc.....Power: 250 Watts
Owned-Operated By.....Lamesa Bcstg. Co.
Business-Studio Address....408 North Second, P. O. Box 30
Phone Number 690
Transmitter Location....W. of Lamesa Country Club
Air Time .....Daytime
News Service .....UP
Membership .....NAB
Partners.....R. O. Pa ker, Ross A. Woodson, Kermit S. Ashby
General-Station Manager.....Kermit Ashby
Sales Promotion Mgr., Director....Clayton Jay
Program Director.....Mrs. O. K. Connor
Production Manager.....J. D. Fulcher
Chief Engineer.....Eugene R. Cornelius

KPAB
LAREDO—EST. 1938

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Laredo Bcstg. Co.
Business-Studio Address.....Hamilton Hotel
Phone Number 2124-5
Air Time.....7 a.m.-12 M.
Representative.....John E. Pearson
Membership .....NAB
President.....Howard W. Davis
General Station Manager.Mrs. Doane Chapman
Program Director.....Geneva Chambers
Chief Engineer.....K. Hulan Smith

KVOW
LITTLEFIELD—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....J. C. Rothwell
Business-Studio Address....Highway 84 W., P. O. Box 192
Phone Number 400
Transmitter Location.....Highway 84 W.
Air Time.....6 a.m.-11 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President-Owner, General Mgr...J. C. Rothwell
Station-Commercial Manager.....J. B. McShan
Program Director.....M. K. Jones
Chief Engineer.....J. D. Zachary

KFRO
LONGVIEW—EST. 1934

ABC—TEXAS STATE NETWORK—KBS

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By.....Voice of Longview
Business-Studio Address.....Curtis Building, P. O. Box 792
Phone Number 411
Transmitter Location.....U. S. Highway 80
Air Time...6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....James R. Curtis

KSEL
LUBBOCK—EST. 1946

Frequency: 950 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone Number 6376
Studio Address.....203 Ferguson Bldg.
Transmitter Location..Half mile E. of Lubbock
Air Time.....6 a.m.-1 a.m.;; 7 a.m.-M. Sun.

News Service .....AP
Transcription Service..Lang-Worth, Thesaurus, Cole
Representative .....Hal Holman
Membership .....NAB
President.....Walter G. Russell
General-Station Manager.....Clyde H. Smith
Commercial Manager..Sloan Fortenberry, Jr.
Program Director, Chief Announcer.....R. D. Preusch
Chief Engineer.....Roger V. Hively

KCBD

LUBBOCK—EST. 1946

MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Business-Studio Address.....1803 Broadway
Phone Number 6348
Transmitter Location.....Slaton Highway
Air Time.....6 a.m.-12 p.m.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB
President, General Manager....Joe H. Bryant
Asst. Manager, Program Director.....Robert L. Snyder
Commercial Manager.....George T. Dale
Sales Promotion Manager, Publicity Director .....Leroy Land
Chief Engineer.....Frank Lee

KFYO

LUBBOCK—EST. 1927

ABC—TEXAS QUALITY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Plains Radio Bcstg. Co.
Operated By .....Licensee
Business-Studio Address.....914 Ave. J
Transmitter Location.....2512 Fifth St.
Air Time.....6 a.m-M.
Transcription Service .....Capitol
Representative .....Taylor-Howe-Snowden
President.....Gene A. Howe
Executive General Manager..O. L. Ted Taylor
Station Manager.....DeWitt Landis
Commercial-Sales Promotion Manager .....Gordon Thompson
Program Director, Production Mgr..Leon Harris
Chief Announcer, Musical Director .....John Kennedy
Chief Engineer.....W. S. Bledsoe
Farm Editor.....Jack Creel

KRBA

LUFKIN—EST. 1938

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Valley Bcstg. Assn., Inc. Darrell E. Yates
Business-Studio Address..110 Cotton Square, Box 755
Phone Number.....272 & 234
Transmitter Location...Nacogdoches Highway
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Cox & Tanz
Membership .....NAB
President-Owner, General-Station- Sales Promotion Manager.....Darrell E. Yates
Commercial Manager.....Dave Runnells
Program Director, Production Manager.....Allen Earl Vinson
Publicity Director.....Helen Campbell
Chief Announcer.....Royce Christenson
Chief Engineer.....Ambrose Maxim

KTRE

LUFKIN

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By..Forest Capitol Bcstg. Co.
Business Address.....114½ N. First St.
Phone Number.....1420
News Service.....AP
Transcription Service.....World, Capitol
Representative .....Taylor-Howe-Snowden
President.....E. L. Kurth
General Mgr.-Commercial Mgr..Richman Lewin
Promotion Manager.....Ray Gordon
Program Director.....Ed Henry
Chief Engineer.....Fred Hill

KRIO

McALLEN—EST. 1947

TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By..Valley Bcstg. Association, Inc.
Business Address.....Valley Mercantile Bldg.
Phone Number.....McAllen 1440, 1700, 6047
Studio Address.....Betty Rose Subdivision
Transmitter Location.....7 Miles N. 10th St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative .....Homer Griffith
Membership .....NAB
President .....Bryce Ferguson
General-Station Manager...Ingham S. Roberts
Sales Promotion Manager, Special Events Director, Farm Editor.....Wm. J. Dickson
Chief Engineer.....Sherman L. Spencer

KMAE

McKINNEY—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Operated By.McKinney Air Enterprises
Business Address.....218 E. Virginia St.

KMHT

MARSHALL—EST. 1947

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Marshall Bcstg. Co.
Business-Studio Address....109 West Rusk St.
Phone Number.....826
Transmitter Location.....Jefferson Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Membership .....NAB
President.....J. P. Duncan
General Manager.....Myrl Stein
Commercial Manager.....James B. Jack
Program Director.....John Scogin
Publicity Director.....Mary Dorothy Womack
Chief Announcer.....Hal McWilliams
Musical Director.....Katie Hylton
Chief Engineer.....Wm. Lindsay

KCRS

MIDLAND—EST. 1935

KBS—TEXAS STATE NETWORK

Frequency: 550 Kc.....Power: 5000 Watts, d.; 1000 Watts n.
Owned By.....Clarence Scharbauer, Jr. & Mrs. Ruth Scharbauer
Operated By.....Clarence Scharbauer Estate
Business Address.....Midland, Texas
Phone Number 1080
Transmitter Location.....West Highway 80
Air Time.....15 hrs., 45 min. daily
News Service .....AP
Transcription Service.....Standard, Thesaurus
Membership .....NAB, BMB
President.....Clarence Scharbauer, Jr., Co-owner, Mrs. Ruth Scharbauer
General-Station Manager.....J. M. McDonald
Commercial-Sales Promotion Manager.....Gladys L. McDonald
Program Director.....Wayne M. Harrell
Chief Announcer, Musical Director.....David H. Cole
Chief Engineer.....Milton H. Sparks

KORC

MINERAL WELLS

KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.Alfred Achilles Carcanges
Business Address.....Box 31
Phone Number.....319
News Service.....AP
Transcription Service.....Standard
Owner-General Mgr.....Achilles Corcanges
Asst. Manager.....Jeri Brown
Commercial-Promotion Mgr....William H. Guy
Program Director.....Don Wilson, Jr.
Asst. Commercial Manager.Raymond W. Crowl
Chief Engineer.....W. D. Pickett, Jr.

KVKM

MONAHANS—EST. 1947

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Monahans Bcstrs.
Business Address.....Box 297
Phone Number 438-439
Studio Address.....317 St. Hoxie
Transmitter Location..1 mile W. on H'way 82
Air Time.....7 a.m.-10:30 p.m.
News Service .....UP
Transcription Service.....Capitol
Representative.....Taylor-Howe Snowden
Membership .....NAB
President, General-Station Manager.....Charles W. Stuckey
Commercial-Sales Promotion Manager.....James E. Stanton
Program Director.....William Cook
Publicity Director.....Miss Jackie Tipton
Musical Director.....Wayne Atkinson
Chief Engineer.....Forrest W. Tipton

KOSF

NACOGDOCHES—EST. 1947

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Business Address.....P. O. Box 242
Phone Number 1230
Studio Address.....Lufkin Rd.
Transmitter Location.....Lufkin Highway, 1½ miles S. of court house
Air Time.....16 hrs. daily
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Owner, General Manager.....Kelly Bell
Station-Commercial Manager..Everett Johnston
Chief Engineer.....Tom Kennesson

KSFA

NACOGDOCHES—EST. 1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By...Nacogdoches Bcstg. Co.
Business Address.....1509 N St.
News Service.....AP
Transcription Service.....Standard
President.....Wilbur C. Fouts
Commercial Manager.....Morris M. McKnight
Promotion Manager.....Wilbur C. Fouts
Program Director.....Robert M. White

KECK

ODESSA—EST. 1947

Frequency: 920 Kc.....Power: 1000 Watts, d.
Owned-Operated By..Ector County Bcstg. Co.
Business Address.....Box 672
Phone Number 791

Studio Address.....120 W. 3rd
Transmitter Location.....W. Highway 80
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service...Standard, Associated, Lang-Worth, MacGregor
Representative .....Donald Cooke
Membership.....NAB, BMB
President .....Ben Nedow
General-Station Manager.....Jan King
Commercial Manager.....Tom Magowan
Sales Promotion Manager.....Virginia Heflin
Program Director.....Bill Chambers
Production Manager.....Glenn Hill
Publicity Director.....Roy Elsner
Chief Announcer.....John Vacca
Musical Director.....Glenda Huffman
Chief Engineer.....Jim Kimbrell
Farm Editor.....John Howlette

KOSA

ODESSA—EST. 1947

CBS—SOUTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Southwestern Bcstg. Co.
Business-Studio Address....115 West Sixth St.
Phone Number.....4301
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, SESAC
Representative .....Taylor-Howe-Snowden
President .....Paul Moss
General-Station Manager.....Cecil L. Trigg
Commercial Manager.....Robert Montgomery
Sales Promotion Manager, Publicity Director .....Bruce McLaughlin
Program Director.....John Guffey
Production Manager, Chief Announcer .....Ed Costello
Musical Director.....Charles Clary
Chief Engineer.....James A. Simpson
Oil News Editor.....John Braue

KRIG

ODESSA—EST. 1946

MBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...Oil Center Bcstg. Co.
Business-Studio Address.....111 E. Fifth
Phone Number.....871-2
Transmitter Location..8/10th miles S. of City limits on Crane Highway
Air Time.....18½ hrs. daily-16 hrs. Sun.
News Service .....UP
Transcription Service .....World
Representative .....Homer Griffith
Membership .....NAB
President.....R. O. Canon
General-Commercial Manager.....A. C. Etter
Chief Announcer, Musical Director..Bob Evans
Chief Engineer.....Paul E. Farmer

KOGT

ORANGE

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By..Sabine Area Bcstg. Corp.
Business Address.....407 Tenth St.
Phone Number.....4381
News Service.....UP
Transcription Service.....Associated, Capitol
President.....J. Jacobs
V. P. & General Mgr.....Arthur P. Kay, Jr.
Commercial Manager.....Floyd Murray
Promotion Mgr.-Program Dir.....Sam Leavitt
Chief Engineer.....Arthur P. Kay, Jr.

KNET

PALESTINE—EST. 1937

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address...219 Municipal Bldg.
Phone Number 8686
Transmitter Location .....Jackson Hi-way
Air Time.....6 a.m.-12 N.
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
President.....Gordon B. McLendon
General-Station Manager.....J. J. Brown
Commercial Manager.....Dennis Sullivan
Sales Promotion Manager...LaVeda Wilbanks
Program Director.....Marvin Crain
Chief Engineer.....Melvin Wagner
Farm Editor.....Art Mentor

KPDN

PAMPA—EST. 1936

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....C. H. Hoiles, Harry Hoiles and Jane Hailes Hardis
Business Address.....Box 901
Phone Number.....1100-1
Transmitter Location.....East of city limits
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Membership .....NAB, BMB
Station Manager.....John Michel
Program Director.....Ken Palmer
Chief Engineer.....D. E. Smith

KPLT

PARIS—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...North Texas Bcstg. Co.
Business Address Corner S. Main W. Kaufman

Phone Number.....1124
Studio Address.....Gibraltar Hotel
Air Time....6 a.m. to 12 M. (125 hrs. weekly)
News Service .....AP
Membership .....NAB
President.....A. G. Pat Mayse
General Station Manager.....Boyd Kelley
Commercial Manager.....Aubrey T. Harris
Program-Production Manager, Publicity Director, Chief Announcer.....Bill Richie
Chief Engineer.....Robert Harmon

KIUN

PECOS—EST. 1935

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jack W. Hawkins & Barney Hubbs
Business-Studio Address.....316 S. Cedar St.
Phone Number 21
Transmitter Location....1.1 miles N. city, Old Carlsbad Road
Air Time .....7 a.m.-10:15 p.m.
News Service .....UP
Transcription Service .....Keystone
Representative .....Taylor-Howe-Snowden
Membership .....NAB
President-Partner.....Jack W. Hawkins
Program Director, Production Manager.....W. D. Martin, Jr.
Publicity Director.....Barney Hubbs
Chief Engineer.....Harry Boehnemann

KVOP

PLAINVIEW—EST. 1943

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....W. J. Harpole
Business-Studio Address.....Viegel Bldg.
Phone Number 1400
Transmitter Location.....Wayland College Grounds, W. of Plainview
Air Time.....6 a.m.-12-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Homer Griffith
Membership .....NAB, BMB
President-Owner.....W. J. Harpole
General Manager.....William T. Kemp
Commercial Manager.....Rial L. Campbell
Chief Engineer .....Carl Cook
Farm Editor.....Larry Darley

KOLE

PORT ARTHUR—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126
Phone Number 2-9436
Studio Address....Payne Bldg., 400 Fourth St.
Transmitter Location....New Beaumont Highway at 27th St.
Air Time.....5:55 a.m.-12:30 a.m.
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Membership .....NAB, BMB
Chief Executives.....Socs Vratis, Mary Anne Petru
General-Station Manager.....Socs Vratis
Commercial Manager.....Gray Harrower
Sales Promotion Manager.....Bob Wass
Program-Publicity Director.....Hal Parkes
Production Manager.....Mary Anne Petru
Chief Announcer.....Harry Norman
Chief Engineer.....Joe Miller

KPAC

PORT ARTHUR—EST. 1934

MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Port Arthur College
Business-Studio Address...1515 Lakeshore Dr.
Phone Number 7458
Transmitter Location...4 miles Southeast of Port Arthur
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service...World, Cole, Standard
Membership .....NAB
President, General Manager...W. D. Mauldin
Station Manager.....Marge Vickers
Commercial Manager....George Crouchet, Jr.
Sales Promotion Manager.....Ruby Broyles
Program Director.....Corinne Enos
Production Manager.....Carrol Vines
Publicity Director.....Anna Lee Barras
Chief Engineer.....Morris Glenn Boatright

KGKL

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 960 Kc....Powers: 5000 Watts, d.; 1000 Watts n.
Owned-Operated By .....KGKL, Inc.
Business-Studio Address....St. Angelus Hotel
Phone Number 6715
Transmitter Location.....2 miles Northwest of San Angelo
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....H. C. Ragsdale
General-Station Manager.....Lewis O. Seibert
Commercial Manager.....Robert Bradbury
Program Director.....Evelyn Nettleton
Chief Engineer.....Frank Jones

KTXL

SAN ANGELO—EST 1945

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Westex Bcstg.
Business Address.....P. O. Box 1565
Phone Number.....7183
News Service.....AP
Transcription Service.....Capitol
General Manager.....Ingram S. Roberts
Commercial Manager.....Mike Shapiro
Program Director.....Jack Stelling
Chief Engineer.....Jack Proctor

KABC

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number F-3126
Transmitter Location.....Leon Valley
Air Time.....6 a.m.-12 p.m.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President .....Gene L. Cagle
Station-Commercial Manager.....Bill Michaels
Sales Promotion Manager, Publicity Director.....L. Jerry Spengler
Program-Production Manager....Harold Carr
Chief Announcer.....James O. Wiggins
Musical Director.....Miss Sybil Chastang
Chief Engineer.....Joseph B. Haigh
Farm Editor.....Barclay Brussell

KCOR

SAN ANTONIO—EST. 1946

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Raoul A. Cortez
Business-Studio Address.....214 Broadway
Phone Number.....Cathedral 1301
Transmitter Location.....314 Alta Cita St.
Air Time.....6 a.m.-Local Sunset
News Service.....AP, UP
Membership .....NAB
President.....Raoul A. Cortez
General-Station Manager.....Chas. F. Harris
Commercial-Sales Promotion Manager.....Wm. P. Smythe
Program Director.....Leonardo A. Astol (Spanish); Marvin F. Broyles (English)
Chief Engineer.....Kenneth R. Hyman
Farm Editor.....Jimmy Farmer

KITE

SAN ANTONIO—EST. 1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Charles W. Belthrope
Business Address.....Transit Tower
Phone Number.....Fanning 0335
News Service.....AP
Representative .....Rambeau
President-General Mgr....Charles W. Belthrope
Program Director.....Alec Chesser, Jr.
Chief Engineer.....L. E. Richards

KMAC

SAN ANTONIO—EST. 1926

MBS—THE TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....The Walmac Co.
Business-Studio Address...222-224 W. Commerce St.
Phone Number.....Cathedral 6211
Transmitter Location.....319 Ave. A
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Cole, W. E. Long
Representative.....John E. Pearson
Membership .....NAB
President, General-Station Manager.....Howard W. Davis
Commercial Manager.....Earl J. Hawthorne
Sales Promotion Manager, Publicity Director.....Shirley A. Minor
Program Director, Production Manager.....A. S. Bessan
Chief Announcer.....Bud Whaley
Chief Engineer.....Charles L. Brady

KONO

SAN ANTONIO—EST. 1927

Frequency 1400 Kc.....Power: 250 Watts
Owned By.....Mission Bcstg. Co.
Operated By.....Eugene J. Roth
Business-Studio Address.....317 Arden Grove
Phone Number.....Fannin 5171
Transmitter Location.....317 Arden Grove
Air Time.....5 a.m.-12 M.; 6 a.m.-12 M. Sun.
News Service .....AP, UP
Transcription Service.....Standard, SESAC
Representative .....Forjoe
Membership .....NAB, BMB
President-Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Assistant Station Manager.....Bob A. Roth
Commercial Manager...James M. Brown, Jr.
Program Director.....Albert F. LaCoste
Production Manager.....Robert F. Jenkins
Publicity Director.....Jack Shoemaker
Chief Announcer.....Raymond J. Hunt
Musical Director.....Lewis C. Fay
Chief Engineer.....George W. Ing

KTSA

SAN ANTONIO—EST. 1922

CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Gunter Hotel
Phone Number .....Garfield 1251
Transmitter Location.....St. Hedwig Rd.
Air Time.....6 a.m.-12 M.
News Service.....AP, UP
Transcription Service...Lang-Worth, SESAC, Thesaurus
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
President.....Gene A. Howe
General-Station Manager..George W. Johnson
Commercial Manager.....Rex Preis
Sales Promotion Manager, Publicity Director .....Bill Lamar
Program Director.....Merrill Myers
Chief Announcer.....Pat White
Chief Engineer.....W. G. Egerton

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power 50000 Watts
Owned-Operated By....Southland Industries, Inc.
Address.....1031 Navarro Street
Phone Number.....Garfield 4221
Transmitter Location.....Selma, Texas
Air Time.....5:45 to 12 midnight
News Service.....AP, INS, UP
Transcription Service.....Standard, Capitol
Membership .....NAB, BMB
Chairman of Board.....G. A. C. Halff
Pres. and Gen. Mgr.....Hugh A. L. Halff
Asst. Gen.-Commercial Mgr.....Jack Keasler
Program Director.....Monte Kleban
Promotion Manager.....Arthur L. Forrest
Tech. Director.....Charles Jeffers

KRRV

SHERMAN-DENISON—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By..Red River Valley Bcstg. Corp.
Business Address..421 N. Crockett St. (Sherman)—Fannin & Owing (Denison)
Phone Number..Sherman 201; Dennison 423
Studio Address..Sherman, Tax. & Denison, Tex.
Transmitter Location....Highway 75, between Sherman & Denison
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....G. H. Wilcox
Manager.....Sherman Studio, L. L. Hendrick
Manager..Denison Studio, B. V. Hammond, Jr.
Program Director.....W. E. Wilcox
Chief Engineer.....T. E. Spellman

KTAN

SHERMAN—SET. 1947

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Denison Bcstg. Corp.
Business Address.....Sherman, Tex.
Phone Number.....2910
News Service.....AP
Owners.....E. S. Scarborough, Joel Carro
Commercial-Promotion Mgr.....Otis McKinzie
Program Director.....E. S. Scarborough
Chief Engineer.....Stafford Davis

KDWT

STAMFORD—EST. 1947

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....David W. Ratliff
Business Address.....Stamford, Texas
Phone Number 840
Studio-Transmitter Location.....Highway 380
Air Time .....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Keystone
Representative.....Cox & Tanz
President, General Mgr.....David W. Ratliff
Program-Publicity Director, Production Manager.....Richard Embody
Farm Editor.....J. D. Fulcher

KSTV

STEPHENVILLE—EST. 1947

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Doyle E. Collup
Business Address.....Box 34
Phone Number.....950
News Service.....UP
Transcription Service.....Lang-Worth
Owner-General Manager-Chief Engineer.....Doyle E. Collup
Commercial Manager.....Maidee McNamara
Program Director.....Marilyn Rocquemore

KSST

SULPHUR SPRINGS—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Hopkins County Bcstg. Co.
Business Address.....Pulley Bldg.

KXOX

SWEETWATER—EST. 1939

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Sweetwater Radio, Inc.
Operated By.....J. Harley Hubbard
Business-Studio Address.....P. O. Box 570
Phone Number 2341
Transmitter Location.....Roby Highway 70
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, Cole
President-Owner.....J. S. McBeath
General-Station Manager....J. Harley Hubbard
Commercial Manager.....Elwood Fritsch
Program Director.....Zeb Williams
Chief Announcer.....Doyce Elliott
Chief Engineer.....J. T. Allen

KTEM

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....Kyle Hotel
Phone Number.....5252
Transmitter Location.....½ mile north Temple
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Lang-Worth
Membership .....NAB, BMB
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Station Manager.....C. F. Whitesides, Jr.
Commercial Manager.....J. E. Callaway
Sales Promotion Manager.....Keith Tye
Program Director.....Jim Hairgrove
Publicity Director.....Arne Eckstrom
Chief Engineer .....Homer H. Cook

KCMC

TEXARKANA—EST. 1932

ABC—TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power 250 Watts
Owned-Operated By.....KCMC, Inc.
Address.....Gazette News Bldg.
Phone Number.....832
Air Time.....6 a.m. to 12 p.m.
News Service.....AP
Transcription Service.....Thesaurus, SESAC
Representative.....Taylor-Howe Snowden
Membership .....NAB, BMB
General Manager.....Frank O. Myers
Commercial Manager.....Thomas Dillahunty
Promotion Manager.....Donald H. Myers
Program Director.....Herman Cecil
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—EST. 1946

MBS—RAZORBACK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Texarkana Bcstg. Co.
Business-Studio Address..409½ Stateline Ave.
Phone Number.....867-8
Transmitter Location.....S. Robinson Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
General-Commercial Mgr.....David M. Segal
Sales Promotion Manager.....Kurt Leichter
Program Director.....Les Eugene
Production Manager.....Norman Bale
Chief Engineer.....Henry N. Fones

KGKB

TYLER—EST. 1930

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....East Texas Bcstg. Co.
Business-Studio Address.....115 S. College
Phone Number 1106-7
Air Time.....5:30 a.m.-12 M.
News Service .....UP
Transcription Service..Standard, Lang-Worth, Cole
Representative..Gene Grant, John E. Pearson
Membership .....NAB, BMB
President, General-Station Mgr....Jas. G. Ulmer
Sales Promotion Manager.James G. Ulmer, Jr.
Production Manager.....John W. Reavley
Program Director, Farm Editor..J. Edwin Smith
Production Manager.....John W. Reavley
Publicity Director.....Martha Hancock
Chief Engineer.....John B. Sheppard

KRST

TYLER—EST. 1947

Frequency: 1530 Kc.....Power: 1000 Watts d.
Owned-Operated By..Rose Capital Bcstg. Co.
Business Address.....118 W. Dabbs

KTBB

TYLER—EST. 1947

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Operated By.....Blackstone Bcstg. Co.
Business Address.....Blackstone Hotel
Phone Number.....7010
News Service.....AP
Transcription Service.....Thesaurus
Director.....S. H. Bathwell
General-Commercial Mgr.....M. E. Danbom
Program Director.....Lawrence Birdsong, Jr.
Asst. Manager.....David Bothwell
Chief Engineer.....R. A. Wieman

KVOU

UVALDE—EST. 1947

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Uvalde Bcstrs.
Operated By.....Edward J. Harpole
Business-Studio Address....1490 Batesville Rd.
Phone Number.....717
Air Time .....6:45 a.m.-10 p.m.
Transcription Service .....Keystone
Representative.....Homer Griffith
Membership .....NAB
President-General Mgr....Edward J. Harpole
Station Manager.....Needham Cain
Commercial Manager.....William T. Kemp
Program Director.....Joe Watson, Jr.
Publicity Director.....Needham Cain
Chief Engineer.....Sam Barker

KVWC

VERNON

MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Northwestern Bcstg. Co.
Business Address.....1813 Wilbarger St.
Phone Number 1048
Transmitter Location..One mile due E. of courthouse on highway
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Keystone
President.....R. H. Nichols
General Manager.....W. D. Dixon
Commercial Manager.....Howard Kelly
Program Director.....Bob Hardison
Production Manager.....Ted Stafford
Chief Engineer.....Herman Ridgway

KVIC

VICTORIA—EST. 1939

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Enterprises, Inc.
Operated By.....J. G. Long
Business-Studio Address.....Box 725
Phone Number.....1106-1107
Transmitter Location..2 miles out on the Cuero Highway
Air Time.....5 a.m.-12 M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Homer Griffith
Membership .....NAB, BMB
President-Owner .....J. G. Long
General Manager.....Verne Trembley
Station Manager.....Robt. Tharp
Commercial Manager.....R. E. Norton
Program Director.....Jim Trueheart
Musical Director, Chief Engineer..Bob McCown
Farm Editor.....Sam Taylor

KWTX

WACO—EST. 1941

MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated.....KWTX Bcstg. Co., Inc.
Business-Studio Address.....108½ S. 6th St.
Phone Number 5770
News Service .....AP
Transcription Service .....World
Representative .....Homer Griffith
Membership .....NAB
President.....Gov. Beauford H. Jester
General Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Sales Promotion Manager...Nat Tannenbaum
Program Director.....Gerry Lansing
Production Manager.....Robert Charles
Publicity Director.....Rex Bowden
Chief Engineer.....Leo Burch

WACO

WACO—EST. 1922

ABC—TEXAS STATE NETWORK

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontie Bcstg. Co.
Business-Studio Address.....Amicable Bldg.
Phone Number.....9315
Air Time.....18 hrs. daily
News Service .....AP
Representative.....Hayes & Hayes, Weed
Membership.....NAB, BMB
General-Station Manager...R. E. Lee Glasgow
Commercial Manager.....Stanley Wilson
Program-Musical Director.....Bob Walker
Publicity Director.....Mike Rinehart
Chief Engineer.....Jesse H. Dove

KRGV

WESLACO—EST. 1927

NBC—TEXAS QUALITY NETWORK

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Business-Studio Address.....201 Border St.
Phone Number 375-6
Transmitter Location.....201 Border St.
Air Time..5:45 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service .....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Taylor-Howe-Snowden
Membership .....NAB, BMB
Executive General Manager.....O. L. Taylor
General Manager.....Byron W. Ogle
Assistant Manager.....Dick Watkins
Commercial Manager.....Phil Dixon
Sales Promotion Manager.....Ted Cressner
Program Director.....Dick Howell
Publicity Director.....Thelma Pearce
Chief Engineer.....O. L. Hartwig

KWFT

WICHITA FALLS—EST. 1939

CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KWFT, Inc.
Business Address.....Box 420
Phone Number 4182-3
Studio Address.....Kemp Hotel
Transmitter Location.....3½ miles W. of City
Air Time.....5:43 a.m.-11:10 p.m.
News Service .....UP
Transcription Service....Standard, Thesaurus, Cole
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President, General-Station Manager.....Kenyon Brown
Commercial Manager.....Sherrill Edwards
Assistant Manager.....A. L. Pierce
Program Director.....Mott Johnson
Musical Director.....Lillie Mae Comiskey
Chief Engineer.....Herbert T. Wiley
Farm Editor.....Carter McGregor

KFDX

WICHITA FALLS—EST. 1947

Frequency: 990 Kc.....Power: 5000 Watts d.; 1000 n.
Owned-Operated By.....Darrold A. Cannan
Business Address.....City Nat'l Bank Bldg.
Phone Number.....2-8668
News Service.....AP
Transcription Service.....Lang-Worth
Representative .....Taylor-Howe-Snowden
President .....Darrold A. Cannan
General Manager.....Charles E. Clough
Commercial-Promotion Mgr...Arthur Busbey, Jr.
Program Director.....Syd Grayson
Chief Engineer.....John Adams

UTAH

Estimated Population 637,000—% Increase +15.8—Radio Homes 154,654
Farms with Radios 20,173—Stations in State 17

KBUH

BRIGHAM—EST. 1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....S. L. Stephens, Sr.
Business Address.....Forest St.
News Service .....UP
Transcription Service .....Capitol
Chief Owner.....S. L. Stephens
General Manager.....Ken Housman
Promotion Manager.....Sam Stephens, Jr.
Program Director.....Kenneth King

KSUB

CEDAR CITY—EST. 1937

CBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Southern Utah Bcstg. Co.
Business-Studio Address....Hotel El Escalante, 189 North Main St.
Phone Number.....398-9
Transmitter Location.....591 West 2 South
Air Time.....7 a.m.-10 p.m.
Transcription Service .....KBS
Membership .....NAB, BMB
President-Owner .....Ivor Sharp
General Manager.....Lennox Murdoch
Resident Manager.....Roscoe A. Grover
Program Director, Farm Editor.....Richard B. Pratt
Musical Director.....Roy L. Halvorsen
Chief Engineer.....Hurschell G. Urie

KVNU

LOGAN—EST. 1938

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Cache Valley Bcstg. Co.
Business-Studio Address.....1393 N. Main St.
Phone Number 1400
Transmitter Location.....P. O. Box 264
Air Time .....6 a.m.-12 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....Herschel Bullen
General-Station-Commercial Sales Promotion Manager, Publicity Director, Farm Editor .....Reed Bullen
Program Director .....Arthur Higbee
Production Manager.....Richard Barber
Chief Announcer.....Thomas Wayman
Chief Engineer.....Carrell Secrist

KLO

OGDEN—EST. 1929

MBS—INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5,000 Watts
Owned-Operated By ...Interstate Bcstg. Corp.
Business-Studio Address....Ben Lomond Hotel
Phone Number 5721
Transmitter Location .....Kanesville
Air Time.....6 a.m.-12 M

News Service ..... UP
Transcription Service ..... Standard
Representative ..... Avery-Knodel
Membership ..... BMB
President, General Mgr..... A. L. Glasmann
Station Manager..... George B. Morgan
Commercial-Sales Promotion
Manager..... Art M. Mortensen
Program Director, Production
Manager..... Collin W. Lowder
Publicity Director..... James E. Muse
Chief Announcer ..... Charles Rashall
Musical Director ..... Mel Standage
Chief Engineer..... Wayne T. Boothe

KOPP

OGDEN—EST. 1947

Frequency: 730 Kc..... Power: 1000 Watts
Owned-Operated By..... James B. Littlejohn
Business-Studio Address..... W. 12th St.
Phone Number..... 4223 & 5822
Air Time..... Local Sunrise-Local Sunset
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Homer Griffith
Membership ..... NAB
President-Owner, General-Station
Manager..... James B. Littlejohn
Commercial-Sales ..... Eddie Denkema
Production Manager,
Chief Announcer..... Cliff Owen
Publicity Director..... Gil Henry
Musical Director..... Forrest Kyle
Chief Engineer..... Robert Sevy

KVOG (CP)

OGDEN

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... United Bcstg. Co.
Business Address..... P. O. Box 325
President-General Mgr..... Arch G. Webb

KOAL

PRICE—EST. 1936

MBS—INTERMOUNTAIN—KBS

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By.. Eastern Utah Bcstg. Co.
Business-Studio Address..... P. O. Box 591
Phone Number..... Price 200
Transmitter Location..... P. O. Box 591
Air Time..... 6:30-11 p.m.
News Service ..... UP
Representative ..... Avery-Knodel
Membership ..... NAB
President, General-Station-Sales Promotion
Manager, Program Director... Jack Richards
Asst. Mgr.-Prod. Mgr..... Carl P. Wolfrom
Chief Engineer..... Leo. E. Reid

KCSU

PROVO—EST. 1947

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Operated By..... The Central Utah
Broadcasting Co.
Business Address..... P. O. Box 627
Phone Number 2802
Transmitter Studio.. University Ave. at 12th So.
Air Time..... 7 a.m.-12 M.
News Service ..... UP
Transcription Service..... Standard, Capitol
Membership ..... NAB
President-Co-owner-Commercial
Manager..... Frank A. Van Wagenen
General Manager-Co-owner,
Station Manager... Harold E. Van Wagenen
Program Director..... Lawson S. C. Davies
Chief Engineer..... Dowden Salisbury

KNEU (CP)

PROVO

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Lester R. Taylor
Business Address..... 109 N. 4th West

KOVO

PROVO—EST. 1938

MBS—INTERMOUNTAIN NETWORK

Frequency: 960 Kc..... Power: 1000 Watts
Owned-Operated By..... KOVO Bcstg. Co.
Business-Studio Address.... 108 W. Center St.
Phone Number..... 1680-1
Transmitter Location..... 17th S. & Seventh W.
Air Time ..... 6 a.m.-1 a.m.
News Service ..... AP
Transcription Service ..... World
Representative ..... Avery-Knodel
Membership ..... NAB
President, General- Station
Manager..... Clifton A. Tolboe
Commercial Manager..... S. Garn Carter
Sales Promotion Mgr.... Mack B. Cunningham
Program Director..... LaThair H. Curtis
Chief Engineer..... Henry Keyes

KSVC

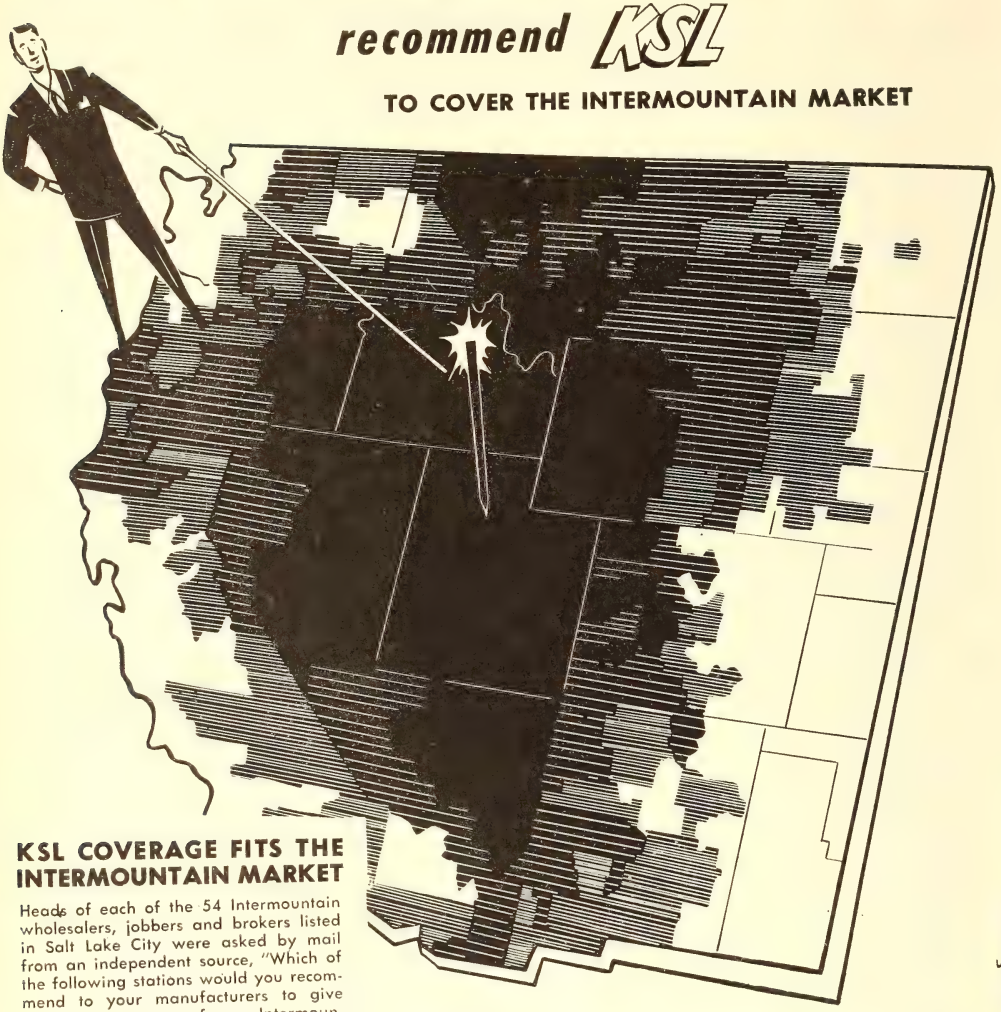
RICHFIELD—EST. 1947

Frequency: 690 Kc..... Power: 1000 Watts d.
Owned-Operated By.. Sevier Valley Bcstg. Co.
Business Address..... Richfield, Utah
Phone Number 690
News Service ..... UP
Transcription Service ..... World
President ..... William L. Warner
Gen.-Commercial Mgr... William L. Warner, Jr.
Promotion Mgr.-Program Dir..... Art Tucker
Chief Engineer..... David I. Hansen

4 out of 5 Salt Lake Wholesalers

recommend KSL

TO COVER THE INTERMOUNTAIN MARKET



KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). **4 our of 5 named KSL as their choice.**

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS

KALL

SALT LAKE CITY—EST. 1945

MBS—INTERMOUNTAIN NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Salt Lake City Bcstg. Co., Inc.
Business-Studio Address.....248 S. Main St.
Phone Number 4-1843
Transmitter Location..386 West Gregson Ave.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service.....Associated, MacGregor, Cole
Representative .....Avery-Knodel
Membership .....BMB
President.....George C. Hatch
Executive Vice-President, Manager.....Alvin G. Pack
Commercial Manager....Thomas H. Anderson
Sales Promotion Manager..John H. Hinckley
Program Director.....Craig Rogers
Production Manager, Chief Announcer .....Vern Bruggeman
Publicity Director.....Jack Goodman
Musical Director.....Earl Donaldson
Chief Engineer.....Stanley Benson
Farm Editor.....Stanley C. Farnsworth

KDYL

SALT LAKE CITY—EST. 1922

NBC—UTAH-IDAHO NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Intermountain Bcstg. Corp.
Business-Studio Address....Tribune-Telegram Bldg. & KDYL Playhouse, 68 Regent St.
Phone Number.....5-2991
Transmitter Location.....10th W. & 33rd S.
Air Time.....6 a.m.-1 a.m.
News Service .....INS, UP
Transcription Service.....World, Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
President, General-Station Mgr.....S. S. Fox
Commercial Manager.....George A. Provol
Sales Promotion Manager.....Emerson Smith
Program Director, Chief Announcer.....K. W. Richins
Production Manager.....Dan Rainger
Publicity Director.....Del Leeson
Musical Director.....Eugene Jelesnik
Chief Engineer.....John M. Baldwin
Farm Editor.....Will Wright

KNAK

SALT LAKE CITY—EST. 1945

Frequency.....1400 Kc. (CP-1280 Kc)
Power.....250 Watts (CP 500 Watts)
Owned-Operated By....Granite District Radio Broadcasting Co.
Business-Studio Address..29 Continental Bank Bldg.
Phone Number .....58113 & 59125
Transmitter Location.....1016 W. 6th S.
Air Time.....6:30 a.m.-2 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant Co.
President.....Howard D. Johnson
General-Station Mgr.....Richard F. Connor
Commercial Manager.....Ray Noll
Sales Promotion Mgr....Howard M. Buchman
Program Director.....Edward G. Black
Production Manager.....Albert R. Collins
Publicity Director-Musical Director.....Charlotte R. Kapsa
Chief Announcer.....R. E. O'Brien
Chief Engineer.....Myron E. May

KSL

SALT LAKE CITY—EST. 1924

CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By...Radio Service Corp. of Utah
Business-Studio Address.....10 S. Main St.
Phone Number 5-4641
Transmitter Location.....Saltair, Utah
Air Time.....20 hrs. daily
News Service .....AP, UP
Transcription Service.....Capitol, Associated
Representative .....Radio Sales
Membership .....NAB, BMB
President.....J. Reuben Clark, Jr.
Vice-President-General Mgr.....Ivor Sharp
Ex. Asst...Ralph W. Hardy, Public Affairs; C. Richard Evans
Commercial Manager.....F. B. McLatchy
Sales Promotion Manager, Publicity Director .....Ray Bergman
Program Director, Production Manager .....Eugene Halliday
Chief Announcer.....Paul Royall
Musical Director.....Lowell Durham
Chief Engineer.....C. Richard Evans
Farm Editor.....El Von Orme

KUTA

SALT LAKE CITY—EST. 1938

ABC
ROCKY MOUNTAIN BCSTG. SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By..Utah Bcstg. & Television Co.

Business-Studio Address.....29 S. State St.
Phone Number 3-2737
Transmitter Location.....N. Salt Lake
Air Time.....6 a.m.-1 a.m.
News Service .....AP, UP
Transcription Service..Standard, Lang-Worth, World
Representative .....Katz
Membership .....NAB, BMB
President, General-Commercial Manager.....Frank C. Carman
Station Manager, Program Director, Production Manager .....Ray Fadel
Sales Promotion Manager, Publicity Director.....Al Thomas
Chief Announcer.....Marshall Small
Musical Director.....Ed Stoker, Jr.
Chief Engineer.....C. Wendell Bell
Farm Editor.....Eugene Miller

KJAM

VERNAL—EST. 1946

FRONTIER BCSTG. SYSTEM—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Uintah Bcstg. Co., Inc.
Business-Studio Address.....Hotel Vernal
Phone Number.....494 & 495
Transmitter Location.....Hotel Vernal
Air Time.....7 a.m.-10 p.m.
News Service.....UP
Transcription Service.....World, Keystone
Representative.....W. S. Grant
President.....James C. Wallentine
General Manager.....Howard D. Johnson
Station Manager, Program Director.....Leland E. Walker
Commercial Manager.....Grant E. Parry
Chief Engineer.....Erwin W. Boelter

VERMONT

Estimated Population 364,000—% Increase +1.3—Radio Homes 87,584
Farms with Radios 21,305—Stations in State 7

WCAX

BURLINGTON—EST. 1931

CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 2000
Transmitter Location .....Colchester
Air Time.....6 a.m.-12:05 a.m.; 8 a.m.-11:30 p.m. Sun.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Weed
Membership .....NAB, BMB
President, General-Station Manager.....C. P. Hasbrook
Commercial-Sales Promotion Manager.....John D. Swan
Publicity Director, Farm Editor.....Lawrence F. Killick
Chief Engineer.....James W. Tierney

WJOY

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Vermont Bcstg. Corp.
Business-Studio Address.....633 Main St.
Phone Number.....5400-5401
Transmitter Location.....633 Main St.
Air Time.....17 hrs. daily
News Service .....AP
Transcription Service.....NBC, Thesaurus
Representative....Joseph Hershey McGillvra; Bertha Bannan
Membership .....NAB
Station Manager.....A. E. Spokes
Commercial Manager.....T. R. Morrow
Program Director.....Val Carter
Production Manager.....Herb Davis
Musical Director.....Frank House
Chief Engineer.....John C. Quill
Farm Editor.....Bill Brennan

WSKI

MONTPELIER-BARRE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Taylor-Jacobs
Business Address.....Union Mutual Bldg.
Phone Number 1740
News Service .....AP
Transcription Service.....Lang-Worth
Representative .....Kettell-Carter
Business Manager.....Carl R. Taylor
Commercial Manager.....B. M. Jacobson
Promotion Manager.....E. Dean Finney
Program Director.....Robert Bamnon
Chief Engineer.....James F. McKernan

WHLW (CP)

RUTLAND

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Herbert L. Wilson

WSYB

RUTLAND—EST. 1930

MBS—YANKEE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By..Philip Weiss Music Co.
Business-Studio Address.....80 West St.
Phone Number 1247
Transmitter Location.....Creek Rd.
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillivra
Membership .....NAB, BMB
President, General-Station- Commercial Manager .....Philip Weiss

WWSR

ST. ALBANS—EST. 1931

KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Operated Bq....Vermont Radio Corp.
Address.....32 N. Main St.
Phone Number..... 1390
Transmitter Location.....Swanton Road
Air Time.....Local sunrise-local sunset
Transcription Service.....World
Representative ..... Walker
News Service.....UP
President .....Lloyd Squier
General Manager.....Warren Marsden
Program Director.....Stuart Perry
Chief Engineer .....Theodore Boisvert

WDEV

WATERBURY—EST. 1931

MBS—YANKEE NETWORK—KBS

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....L. E. Squier
Business-Studio Address.....8 Stowe St.
Phone Number 400-1
Transmitter Location.....Blush Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
President-Owner, General-Station Manager.....L. E. Squier
Commercial Manager, Program Director, Chief Announcer.....Thomas L. Dodd, Jr.
Production Manager.....Craig S. Parker
Chief Engineer, Farm Editor..Harold M. Grout

VIRGINIA

Estimated Population 3,019,000—% Increase +12.7—Radio Homes 575,518
Farms with Radios 104,762—Stations in State 41

WPIK

ALEXANDRIA—EST. 1945

Owned-Operated By....Potomac Bcstg. Corp.
Business Address.....P. O. Box 298
Phone Number.....OVerlook 3000
Studio Address.....Hotel George Mason
Transmitter Location..Telegraph Rd., Fairfax County, Va.
Air Time.....Local Sunrise-Local Sunset
Transcription Service.....Lang-Worth, World
Representative .....Friedenberg
President, General-Station Manager, Program Director.....Howard B. Hayes
Commercial-Sales Promotion Manager.....Henry Z. Ungar
Production Manager, Musical Director .....Herbert Deberry
Chief Announcer.....Tony Howard
Vice-President, Chief Engineer.....Carl L. Lindberg

WARL

ARLINGTON—EST. 1946

Frequency: 780 Kc.....Power: 1000 Watts
Owned-Operated By..Northern Virginia Bcstg., Inc.
Business Address.....Box 391, Arlington, Va.
Phone Number.....Owens7800
Studio Address.....3102 - 10th Rd. N.
Transmitter Location..Baileys Crossroads, Va.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Burn-Smith
Membership .....NAB
President.....R. Kilbourne Castell
Sec.-General Counsel.....Frank U. Fletcher
Station Manager.....Raymond W. Baker
Commercial Manager....William W. Jefferay
Traffic Manager.....Mary Coury
Musical Director.....Millicent Thomas
Chief Engineer.....Earl Merryman
Farm Editor.....Connie B. Gay
Frequency: 730 Kc.....Power: 1000 Watts

WEAM

ARLINGTON—EST. 1947

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By..Arlington-Fairfax Bcstg. Co., Inc.

Business-Studio Address.....Radio Building
Phone Number.....OWens 7100
Transmitter Location.....19th and Frederick
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Washington City News Service
Transcription Service..Associated, Lang-Worth
Representative.....Adam J. Young
Membership.....NAB, BMB
President.....J. Maynard Magruder
General-Commercial Mgr..Raymond Brown, Jr.
Station-Sales Promotion Manager,
Publicity Director.....Howard Stanley
Program Director, Production Manager,
Chief Announcer.....Matthew Warren
Musical Director.....David Hill
Chief Engineer.....Richard Washington
Farm Editor.....Jerry Strong

WKLV

BLACKSTONE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frank H. Wagner

WCYB

BRISTOL—EST. 1946

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Operated By.....Appalachian Bcstg. Corp.
Business-Studio Address..Cumberland & Front St.
Phone Number 3560
Transmitter Location..Bristol, Va., Wallace Rd.
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service..Associated, Thesaurus
Membership .....NAB
General Manager, Chief
Engineer.....R. H. Smith
Sales Manager.....J. Fey Rogers
Program Director.....Warren Wright
Chief Announcer.....Tom Dunn
Musical Director.....Ralph Randall

WFHG

BRISTOL—EST. 1947

MUTUAL NETWORK

Frequency: 860 Kc.....Power: 1000 Watts
Owned By.....Blanfox Radio Co., Inc.
Operated By.....R. B. Helms
Business Address.....Radio Station WFHG, Hotel Bristol
Phone Number 3620
Studio Address..Hotel Bristol, Corner Cumberland and Moore Sts.
Transmitter Location.....Shell Plant Rd.
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....R. B. Helms
General-Station Manager..William J. Thomas
Commercial Sales Promotion
Manager.....J. L. Boling
Program Director, Production Manager,
Publicity Director.....Eva Moore
Chief Announcer.....Sidney Tear
Musical Director .....Lee Goeller
Chief Engineer.....John Hughlett
Farm Editor.....Herm Rose

WCHV

CHARLOTTESVILLE—EST. 1934

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
Business-Studio Address..4th & E. Market Sts.
Phone Number.....Charlotteville 2500
Transmitter Location..Richmond Rd. (Route 250 E.)
Air Time.....6:30 a.m.-M.; 7:55 a.m. Sun.
News Service .....AP
Transcription Service.....NBC, Thesaurus
Representative.....Cox & Tans
Membership .....NAB, BMB
President.....Charles Barham, Jr.
Commercial-Sales Promotion Manager,
Program Director.....Randolph Bean
Chief Announcer.....Carl S. Goodwin
Musical Director.....Fred A. Dabney, Jr.
Chief Engineer.....Walter W. Gray
Farm Editor.....Norman Kelsey

WKEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business-Studio Address.....219 W. Main St.
Phone Number 840
Transmitter Location.....Clifton Forge Rd.
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
Owner, General-Station Mgr.....Earl M. Key
Commercial Manager.....William P. Mitchell
Sales Promotion Manager,
Publicity Director.....Kenneth L. Bryant
Chief Announcer, Musical Dir..John Lee Davis
Program Director.....T. Carroll Harrison
Chief Engineer.....Lawrence L. Kennedy

WSVS

CREWE—EST. 1947

KBS

Frequency: 60 Kc.....Power: 1000 Watts
Owned-Operated By.....Southern Va. Bcstg. Corp.

Business-Studio Address.....117 Carter St., Crewe; Herald Bldg., Farmville; 121 N. Main St., Blackstone
Phone Number 3192
News Service.....AP
Transcription Service.....World, Keystone
Membership .....NAB
President.....C. S. Willis
General Manager.....Maxey E. Stone
Program Director.....Robert W. Hutchison
Chief Engineer.....C. E. Wilson

WBTM
DANVILLE—EST. 1930
ABC

Frequency: 1330 Kc..Power: 500 W., 1000 w.n.
Owned-Operated By....Piedmont Bcstg. Corp.
Business-Studio Address.....Hotel Danville
Phone Number 2350
Transmitter Location.....Sandy Creek
Air Time.....6a.m. -12 M.
News Service .....AP
Transcription Service.....Lang-Worth, NBC
Representative.....George P. Hollingbery
Membership.....NAB, BMB
President.....L. N. Dibrell
General-Station Mgr.....R. Sanford Guyer
Commercial Manager.....E. G. Gardner
Sales Promotion Manager.....A. C. Evans
Program Director.....Milton Adams
Production Manager.....Ray Schreiner
Chief Engineer.....Lyle Motley

WDVA
DANVILLE—EST. 1947
MBS

Frequency: 1250 Kc....Power: 5000 Watts, d.; 1000 Watts, n.
Owned-Operated By..Virginia-Carolina Bcstg. Corp.
Business-Studio Address..American National Bank Building
Phone Number 5300
Transmitter Location..Route 6, Martinsville Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Walker Co.
Membership.....NAB, FMA
President.....J. D. Pruitt
General Manager.....Walter M. Windsor
Commercial-Assistant General Manager.....William P. Hefferman
Program Director.....Charles J. Holmes
Continuity Director.....Virginia Murphy
Musical Director.....Clark McClellan
Chief Engineer.....Albert H. Carr
Farm Editor.....Frank B. Raymond

WFLO
FARMVILLE—EST. 1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Corp.
Business Address.....P. O. Box 242
Phone Number 600
News Service .....UP
Transcription Service....NBC, Cole, Associated
President.....Carla B. Keys
Gen.-Comm. Mgr.....James C. Wilson
Program Director.....Louis E. Hubbard Jr.
Chief Engineer.....Charles K. Chrismon

WFVA
FREDERICKSBURG—EST. 1939
ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Fredericksburg Bcstg. Corp.
Business Address.....P. O. Drawer 269
Phone Number 1261
Studio Address.....528 Wolfe St.
Transmitter Location.....King's Highway
Air Time.....Unlimited
Transcription Service .....Lang-Worth
V-Pres. & Gen'l Mgr.....Richard F. Lewis, Jr.
Station & Com'l Mgr.....Walter F. Harris, Jr.
Chief Engineer.....W. S. Candler

WFTR
FRONT ROYAL—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Sky Park Bcstg. Corp.
Business Address.....Front Royal
News Service .....UP
Transcription Service .....Thesaurus
President.....H. F. Minter
Gen. Mgr.-Chief Engineer.....Warren S. Bell

WBOB
GALAX—EST. 1947
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carroll-Grayson Bcstg. Corp.
Business-Studio Address.....Poplar Knob Rd.
Phone Number 300
Transmitter Location.....Poplar Knob
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Membership .....NAB
President.....Robert V. Morris
General-Station Manager, Chief Engineer.....Carl E. Duckett
Commercial Manager.....Joseph P. Crockett
Program Director.....Muriel M. Bell
Production Manager.....J. W. White, Jr.
Publicity Director.....W. Edward Boyer

WSVA
HARRISONBURG—EST. 1935
NBC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Newman Bldg.
Phone Number.....Harrisonburg 550 & 875
Air Time.....6 a.m. to Local Sunset
News Service .....UP
Transcription Service.....NBC, Thesaurus
Representative.....R. B. Harrington
Membership .....NAB, BMB
President, Gen. Mgr.....Frederick L. Allman
Commercial Manager.....Robert B. Harrington
Program Director.....Richard H. Johnson
Chief Engineer.....Warren L. Braun

WLVA
LYNCHBURG—EST. 1930
ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By..Lynchburg Bcstg C.orp.
Business-Studio Address.....Allied Arts Bldg.
Transmitter Location.....West of Lynchburg
Air Time .....Unlimited
News Service .....AP
Transcription Service....Standard, BMI, Lang-Worth
Membership .....NAB, BMB
President.....Edward A. Allen
General-Station Manager.....Philip P. Allen
Commercial Manager.....Joseph F. Wright, Jr.
Chief Announcer .....Wayne Tyler
Musical Director.....Jimmye McNeely
Chief Engineer.....John T. Orth
Farm Editor.....Joseph B. Roberts

WWOD
LYNCHBURG—EST. 1947
MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Old Dominion Bcstg. Corp.
Business Address.....P. O. Box 918
Phone Number 7000
Studio Address.....10th & Main Sts.
Transmitter Location.....Boonsboro Rd.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service .....AP, UP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
President.....David H. Dillard
General-Station Manager.....Jack Weldon
Commercial-Sales Promotion Manager .....Everette Weaver
Program-Publicity Director.....Jay Seibel
Production Manager.....Norman Simpson
Musical Director.....Walter Stamm
Chief Engineer.....Forest Pinkerton

WMVA
MARTINSVILLE—EST. 1941
NBC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Martinsville Bcstg. Co., Inc.
Business Address.....Martinsville, Va.
Phone Number 2152
Studio-Transmitter Location.....Figsboro Rd.
Air Time .....6 a.m.-11:15 p.m.
News Service .....AP
Membership .....NAB
President.....William C. Barnes
General-Station Manager.....John W. Shultz
Commercial-Sales Promotion Manager, Publicity Director.....Charles F. Adams
Program Director.....Barbara Harding
Musical Director.....Paul E. Zimmerman
Chief Engineer.....Dewey W. Muse

WGH
NEWPORT NEWS—EST. 1928
ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Hampton Roads Bcstg. Corp.
Business-Studio Address..Portlock Bldg., Norfolk, Va. Warwick Hotel, Newport News, Va.
Phone Number.....Norfolk 2-7031; Newport News 7-1312
Transmitter Location..Boat Harbor, End Jefferson Ave.
Air Time.....Unlimited
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Raymond B. Bottom
General Manager, Vice-Pres., General-Station Manager.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Sales Promotion Manager.....Joe Brown
Program Director.....Jack A. Black
Chief Engineer.....Charles A. Runyan

WHYU
NEWPORT NEWS—EST. 1947

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....Eastern Bcstg. Corp.
Business Studio Address.....114 - 24th St.
Phone Number.....31632
Transmitter Location.....Newport News, Va.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
President.....Dr. J. A. Gill
General-Station Manager.....Ed Harris
Commercial Manager.....F. A. McMahon
Sales Promotion Manager.....E. M. Hutton
Program Director.....A. Boyd Harrier, Jr.
Chief Engineer.....Orville K. Gibboney

WCAV

NORFOLK—EST. 1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cavalier Bcstg. Corp.
Business Address.....Helena Bldg.
Phone Number 23266
News Service .....UP
Transcription Service....Associated, Standard
President .....Joseph Light
Secy-Gen. Mgr.....Irving M. Kipnes
Dir. of Sales.....Don Kelly
Program Director.....Hugh E. Whiteside
Prom.-Adv. Dir.....Ray E. Daniels
Chief Engineer.....William M. Manrov

WLOW

NORFOLK—EST. 1946

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By...Commonwealth Bcstg. Corp.
Business Address.....105 Brooke Ave.
Phone Number 45678
Studio Address.....219 Granby St.
Transmitter Location.....Western Branch
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service .....Associated
Representative .....Farjoe
Membership .....NAB
President.....E. L. Scott
General Manager, Farm Editor..Ralph Wasdon
Station Manager.....W. M. Carpenter
Commercial Manager.....James D. Cherry
Program Director.....Ray Penner
Publicity Director.....F. Gene Abrams
Chief Engineer.....Jack Siegel

WTAR

NORFOLK—EST. 1923

NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned By.....Norfolk Newspaper, Inc.
Operated By.....WTAR Radio Corp.
Business-Studio Address....National Bank of Commerce Bldg. Anne County, Va.
Phone Number 25671
Transmitter Location.....Glen Rock, Princess
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP, PA
Transcription Service...Standard, Lang-Worth
Representative.....Edward Petry
Membership .....NAB, BMB
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Program Director....Henry Cowles Whitehead
Production Manager.....Clyde Moser
Chief Announcer.....Blair Eubanks
Chief Engineer.....John Peffer

WNVA

NORTON—EST. 1945

MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Blanfox Radio Co., Inc.
Address .....Cury Bldg.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
President.....R. B. Helms
General Manager.....Jack T. Helms
Commercial Manager.....Bill Halland
Program Dir.-Prom. Mgr.....Bill Benesch
Chief Engineer.....Gene Tommerdahl

WSSV

PETERSBURG—EST. 1945

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Southside Va. Bcstg. Corp.
Business-Studio Address....112 West Tabb St.
Phone Number 3881
Transmitter Location.....Lt. Run
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Representative .....Burns-Smith
President, General-Station Manager.....Louis H. Peterson
Commercial Manager.....Arthur H. Beckwith
Program Director.....Stuart M. Gates
Production Manager.....Lillian C. Treaster
Publicity Director.....Nellie W. Andrews
Chief Announcer.....Lyle C. Bradley
Musical Director.....Robert E. Wagner
Chief Engineer.....Edward F. Schwarz
Farm Editor.....James J. McMillen

WSAP

PORTSMOUTH—EST. 1943

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Portsmouth Radio Corp.
Business-Studio Address.....205 Professional Bldg.
Transmitter Location.....1318 Spratley St.
Phone Number.....6383-4
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative....Joseph Hershey McGillvra
Membership .....NAB
President.....Tom Gilman
Gen. Mgr.....J. L. Norfleet
Prog. Dir.....George Brantly
Chief Eng.....Chas. R. Sledge

WPUV

PULASKI—EST. 1946

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southwest Bcstg. Co.
Address.....P. O. Box 351, Cool Springs, Va.
Phone Number 3-3931
Transmitter Location.....Cool Springs
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Sears & Ayer, Inc.
Membership ..... NAB
President.....Howard R. Imboden
General Manager.....William R. Murray
Commercial Manager.....Allen S. Aden
Program Director.....James H. Mayes
Chief Engineer.....Fitzgerald McDaniel

WBBL

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church

WLEE

RICHMOND—EST. 1945

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Business-Studio Address..Broad-Grace Arcade
Phone Number 3-6741
Transmitter Location..Colorado Ave.& Sumpter
Air Time..6 a.m.-1 a.m.; 6:30 a.m.-1 a.m., Sun.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
President.....Thomas G. Tinsley, Jr.
General-Commercial Mgr.....Irvin G. Abeloff
Program-Publicity Director....Harvey Hudson
Musical Director.....Miss Roberta Morris
Chief Engineer.....George W. McGuigan, Jr.

WMBG

RICHMOND—EST. 1926

NBC

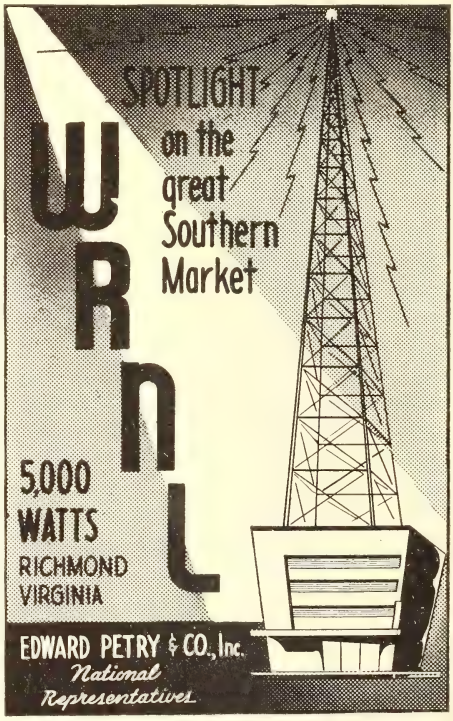
Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....Havens & Martin, Inc.
Business-Studio Address..3301 W. Broad St., P. O. Box 5229
Phone Number 5-8611
Transmitter Location.....Staples Mill Rd. at Broad St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....Transradio
Transcription Service.....NBC, Lang-Worth
Representative .....John Blair
Membership .....NAB, BMB
President, General-Station Manager .....Wilbur M. Havens
Local Commercial Manager Wm. J. Filer
National Commercial Mgr..Ralph Wallerstein
Sales Promotion Manager, Publicity Director .....Walter A. Bowry, Jr.
Program Director, Production Manager.....Allan J. Phaup, Jr.
Chief Engineer.....Wilfred H. Wood

WRNL

RICHMOND—EST. 1937

ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned By.....Richmond Newspapers, Inc.
Operated By.....Richmond Radio Corp.
Business-Studio Address....323 East Grace St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Edward Petry
Membership .....NAB, BMB
President .....D. Tenant Bryan
Gen.-Sta.-Commercial Mgr.....E. S. Whitlock
Production Manager .....Richard A. Velz
Chief Engineer .....Vincent Wolstenholme



WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Operated By.....Larus & Brother Co.
Business-Studio Address.....Hotel Richmond
Phone Number 3-6633
Transmitter Location .....Edgeworth, Henrico County, Va.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Radio Sales
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Program Director.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relations Director.....Walter R. Bishop
Chief Engineer.....D. C. Woods

WXGI

RICHMOND—EST. 1947

Frequency: 740 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Business-Studio Address....100 W. Franklin St.
Phone Number 7-4684-6
Transmitter Location.....German School Rd.
Air Time.....Local Sunrise-Local Sunset
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative .....Lorenzen & Thompson
Membership .....NAB
Pres.-Gen. Mgr.....Douglas H. Robertson
Station Manager.....Lew Kent
Sales or Commercial Mgr....Charles L. Kessler
Publicity Director.....Douglas H. Robertson
Chief Announcer.....Nelson Griggs

WDBJ

ROANOKE—EST. 1924

CBS

Frequency: 960 Kc.....Power: 5,000 Watts
Owned-Operated By.....Times-World Corp.
Business-Studio Address....124 W. Kirk Ave.
Phone Number 8131
Transmitter Location.....Colonial Avenue, Colonial Heights
Air Time.....18 hrs., daily; 16 hrs., Sun.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative .....Free & Peters
Membership .....NAB, BMB
President-Owner or Chief Exec...J. P. Fishburn
General Manager.....Ray P. Jordan
Sales or Commercial Mgr...John W. Harkrader
Program Director.....Paul E. Reynolds
Production Manager.....Irving Sharp
Director of Promotion.....Clifford B. Huffman
Chief Engineer.....J. Edw. Newman

WROV

ROANOKE—EST. 1946

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Roanoke, Inc.
Business-Studio Address.....600 Mt. Trust Bank Bldg.
Phone Number 3-4444
Transmitter Location.Cleveland Ave. at 15th St.
Air Time....6 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
News Service .....UP
Transcription Service.....Capitol, Lang-Worth
Representative .....Burn-Smith
Membership .....NAB
General, Station, Commercial, Sales Promotion Manager .....Frank E. Koehler
President .....Leo F. Henebry
Production Manager.....Gordon R. Phillips
Engineer in Chg.....Frank Hall

WSLS

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Roanoke Bcstg. Corp.
Business-Studio Address.Shenandoah Life Bldg.
Phone Number 9227
Transmitter Location....Shenandoah Life Bldg.
Air Time.....5:30 a.m.-12:02 a.m.
News Service .....AP
Transcription Service.....SESAC, Lang-Worth, Thesaurus, Associated
Representative .....Weed
Membership .....NAB, BMB
President .....Paul C. Buford
Exec. Vice-Pres., Sta. Mgr.....James H. Moore
Business, Commercial Mgr...Horace Fitzpatrick
Program Director.....Robert W. Menefee
Production Manager.....Francis Ballard
Publicity Director.....Doris Irvin
Chief Engineer.....J. P. Briggs

WTON

STAUNTON—EST. 1945

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number 1400
Transmitter Location.....Waynesboro Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World
Membership .....NAB
Owner, Gen. Mgr.....Charles P. Blackley
Commercial Manager.....Charles E. Seebeck
Program Director.....Fulton A. King
Chief Announcer.....Fulton A. King
Chief Engineer.....Rex C. Houser

WLPM
SUFFOLK—EST. 1940
ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....105 Bank Street
Phone Number 1420
Transmitter Location.....Rt. 460, one mile N. W. of Suffolk
Air Time.....6:30 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer
Membership .....NAB
President, General, Station, Commercial, Sales Promotion Manager.....Fred L. Hart
Program Director.....Allen B. Jones
Production Manager.....Earl Hundley
Publicity Director.....John McNamara
Chief Announcer.....Allen Jones
Musical Director.....Ida Barrett
Chief Engineer.....V. W. Rupp
Farm Editor.....L. E. Pettyjohn

WAYB
WAYNESBORO—EST. 1947
MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....The Waynesboro Broadcasting Corp.
Business Address.....P. O. Box 938
Phone Numbers: Studios 999...Transmitter 998
Studio Address.....526 W. Main St.
Transmitter Location.....Hermitage Rd., Waynesboro, Va.
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, World, Features, Keystone
Membership ..... NAB
Pres.-Gen. Mgr.....Earl M. Key
Sta. Mgr.-Prog. Dir.....Paul Marlowe
Commercial Manager.....Edward F. Libby
Prod. Mgr.-Musical Dir.....Paul M. Shue
Chief Engineer.....Edward R. Goodwin

WINC
WINCHESTER—EST. 1941
ABC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Richard Field Lewis Jr.
Business Address....Box 605 Winchester, Va.
Phone Number 4855
Studio-Transmitter Location.....514 Kerr St.
News Service .....UP
Air Time.....17 hrs., daily
Transcription Service.....Lang-Worth
Membership .....NAB, BMB
President-Owner, General Station Manager Richard Field Lewis Jr.
Commercial, Program Manager, Farm Editor John Carl Morgan
Chief Engineer.....Philip B. Whitney

WASHINGTON

Estimated Population 2,233,000—% Increase 28.6—Radio Homes 653,015
Farms with Radios 73,397—Stations in State 38

KXRO
ABERDEEN—EST. 1927
MBS—DON LEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO Inc.
Business-Studio Address....207½ E. Market St.
Phone Number.....4098
Transmitter Location.....1308 Coolidge Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard
Representative .....Homer Griffith Co.
Membership .....NAB, BMB
President .....Harry R. Spence
General Station Mgr.....Fred G. Goddard
Commercial Manager.....Bertha G. Ruby
Sales Promotion Manager.John Duane Johnson
Program Director.....Stan Spiegle
Chief Engineer.....Billy G. Cunningham

KVOS
BELLINGHAM——EST. 1927
ABC—KBS

Frequency: 790 Kc.....Power: 1,000 Watts
Owned-Operated By.....KVOS, Inc.
Business-Studio Address..1321 Commercial St.
Phone Number 790
Transmitter Location.....2074 Yew St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service .....UP
Transcription Service..World, C. P. MacGregor
Representative .....Homer Griffith
Membership .....BMB
President .....Rogan Jones
General, Station, Sales Promotion Manager Ralph Miller
Commercial Manager.....Fred Elsethagen
Program Director.....Dave Gordon
Chief Engineer.....Ernest Harper

KBRO

BREMERTON—EST. 1947

Frequency: 1490 Kc. .....Power: 250 Watts
Owned-Operated By....Bremerton Bcstg. Co.
Business-Studio Address..205 Washington Ave.
Phone Number 1970
Transmitter Location....205 Washington Ave.
Air Time.....18 hrs., daily
News Service .....AP
Transcription Service.....World
Representative .....John Keating
Membership .....NAB
President .....Bruce Bartley
General Manager.....Dick Brombie
Commercial Manager.....Hal C. Moan
Program Director.....William L. Fox
Chief Engineer.....Andrew K. Jordan

KELA

CENTRALIA AND CHEHALIS

MBS—DON LEE—KBS

Frequency: 1470 Kc.....Power: 1,000 Watts
Owned-Operated By.....Central Bcstg. Corp.
Business Address....P. O. Box 720 Central, P. O. Box 827, Chehalis.
Phone Number..Centralia 6-3321; Chehalis7-2-1
Studio, Transmitter Location.....Midway between Centralia and Chehalis on Highway 99
Air Time.....6 a.m.-12 M.
News Service .....UP
Representative .....John Keating
Membership .....NAB
Owner..J. Elroy McCaw, Mrs. Mabel A. Gwinn
General, Station Manager.....Joe Chytil
Sales or Commercial Mgr.....Robert S. Brister
Program Director.....Glasco Branson
Production Manager, Farm Editor Dudley Gaylord, Jr.
Publicity Director.....Schuyler Hill
Chief Announcer.....Les Keiter
Chief Engineer.....Ellwood W. Lippincott

KXLE

ELLENSBURG—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Central Washington Bcstrs, Inc.
Business-Studio Address.....Rt. 2, Box 689
Phone Number 2-4406
Transmitter Location .....Rt. 2
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative.....Walker Co., Tracy Moore
President.....Goodwin Chase Jr.
Station Manager.....Joe Kendall
Commercial Mgr. Chief Engineer.Bob Vaughan
Musical Director.....Wendall Kinney
Farm Editor.....Martin Koschmann

KRKO

EVERETT—EST. 1922

MBS—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Everett Bcstg. Co., Inc.
Business-Studio Address.....KRKO Bldg.
Transmitter Location.....KRKO Bldg.
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service.....Standard, Sesac
Representative....John Keating, Homer Griffin
Membership .....NAB, BMB
President, General, Station, Commercial Manager .....William R. Taft
Production Manager, Publicity, Program Director.....Marlin E. Smythe
Musical Director.....Merlin Matheny
Chief Engineer.....Earl E. Gerdon

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Twin City Bcstg. Corp.
Business-Studio Address.....14th & Hudson
Transmitter Location....Ocean Beach Highway
Air Time.....6 a.m.-12 M.
News Service .....UP
Representatives..Homer Griffith, John Keating
Membership .....NAB
President .....C. O. Chatterton
Publicity Director.....Marwayne Borg
Chief Announcer.....Forrest Bishop
Chief Engineer.....Marvin Johnston
Farm Editor.....Don Bailey

KSEM

MOSES LAKE—EST. 1947

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica L. Longston, C. V. Zaser, L. Bernice Brownlow
Business-Studio Address..Moses Lake, Ephrata
Transmitter Location.....Moses Lake, Wash.
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....World, KBS
President .....Jessica L. Longston
General Manager.....Vicki Zaser
Station Manager.....Don G. Bennett
Program Director.....Catherine Lick
Production Manager.....Ken Jackson
Publicity Director.....Ken Goddard
Chief Announcer.....Gordon Milspaw
Musical Engineer.....John H. Thatcher

KBRC

MOUNT VERNON—EST. 1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned By.....Beckley Radio Co.
Operated By.....Leo H. Beckley
Business Address.....P. O. Box 240
Phone Number 8955
Studio-Transmitter Location.....Anacortes Memorial Highway
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service.....Standard, Cole
Representatives....John Keating, Pacific Coast
Membership .....NAB
Pres., General, Station Mgr.....Leo H. Beckley
Commercial, Sales Promotion Mgr....Bud Clark
Program Dir. Chief Announcer...Paul Herbold
Production Manager.....Gwendolyn Rucker
Publicity Director, Farm Editor Marolin Anderson
Chief Engineer.....Walter Stewart

KGY

OLYMPIA—EST. 1921

MBS—DON LEE—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tom Olsen
Business-Studio Address.Rockway Leland Bldg.
Phone Number 6636
Transmitter Location....Rockway Leland Bldg.
Air Time.....17½ hrs.
News Service .....UP
Transcription Service .....World
Membership .....NAB
Pres., General, Station Manager....Tom Olsen
Commercial Manager.....J. Harris Dorr
Sales Promotion Manager....Elmer Holmberg
Program Director.....Eve Knutsen
Chief Announcer, Chief Engineer...C. A. Roark

KOMW

OMAK—EST. 1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By....Miller Publishing Co.
Business Address.....Box 151
Phone Number.....Omak 00
News Service .....UP
Transcription Service .....Lang-Worth
President.....Don T. Miller
General Manager.....Erin W. Thomas
Commercial Manager.....C. Nat Harris
Program Director.....Nancy Reeves
Chief Engineer.....William Weiss

KPKW

PASCO—EST. 1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Western Radio Corp.

KONP

PORT ANGELES—EST. 1945

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Pacific, Inc.
Business Address.....Port Angeles, Wash.
News Service .....UP
Phone Number 1700
Representative ..... Keating
Membership .....NAB, BMB
Pres.-Treas. .....Berth Webster
General Manager.....C. N. Webster
Station Manager.....Frank Adams

KXRN

RENTON—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Interlake Bcstg. Corp.
Business Address....N. Park St. & 7th Ave.
Phone Number 6262
Transcription Service..... Capitol
Pres.-Gen. Mgr.....Robert S. McCaw
Comm.-Prom. Mgr.....Dudley K. Randal
Program Director.....Wm. Shela

KING

SEATTLE—EST. 1927

Frequency: 1090 Kc.....Power: 10,000 Watts
Owned-Operated By.....King Bcstg. Co.
Business-Studio Address....2101 Smith Tower
Phone Number .....MAin 1090
Air Time.....18 hrs., daily
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....Weed
Membership .....NAB
President.....Mrs. A. Scott Bullitt
General Manager.....Henry B. Owen
Commercial Manager.....John H. Eichhorn
Production Manager.....Curt Roberts

KIRO

SEATTLE—EST. 1927

CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Operated By....Queen City Bcstg. Co.
Business-Studio Address..66 Cobb Bldg., and Olympic Hotel
Phone Number .....Seneca 1500
Air Time .....18 hrs.
News Service .....AP
Transcription Service....Standard, Associated
Representatives.....Free, Peters
Membership .....NAB, BMB
President.....Saul Haas
Vice Pres.-Manager.....Loren B. Stone
Commercial Manager .....William F. Tucker
Sales Promotion Manager.....C. A. Bond
Production Manager.....William R. Corcoran

KJR

SEATTLE—EST. 1923

ABC

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By.....Totem Bcstrs. Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number .....Elliott 5890
Transmitter Location....2600—26th Ave., S. W.
Air Time.....18 hrs., daily; 17 hrs., Sun.
News Service .....UP
Transcription Service.....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BMB
Pres.-Owner, Chief Exec....Marshall Field, 3rd
General, Station Manager....J. Archie Morton
Sales Manager.....Arthur Gerbel, Jr.
Sales Promotion Manager.....Maitland Jordan
Program Director.....Roland Bradley

KOL

SEATTLE—EST. 1922

Frequency: 1300 Kc.....Power: 5,000 Watts
Owned-Operated By.....Seattle Bcstg. Co.
Business-Studio Address..Northern Life Tower
Phone Number .....MA 2312
Transmitter Location .....Harbor Island
Air Time.....6 a.m.-12 p.m.
News Service.....AP, UP
Representative .....Headley-Reed Co.
Membership .....BMB
President, General Mgr.....Archie Taft, Jr.
Station Manager.....O. A. Runchey
Program Dir., Production Mgr....Johnie Forrest
Publicity Director.....Sharon Kane
Chief Engineer.....Perry Lind

KOMO

SEATTLE—EST. 1926

NBC

Frequency: 1,000 Kc.....Power: 5,000 Watts, CP 50,000 Watts
Owned-Operated By.....Fisher's Blend Station, Inc.
Business-Studio Address....100—4th Ave., N.
Phone Number .....MAin 1401
Transmitter Location....Vashon Island, Wash.
Air Time .....18 hrs. daily
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated, Capitol
Representative .....Edward Petry
Membership .....NAB, BMB
President, General Manager.....O. W. Fisher
Vice President.....R. D. McCornack
Commercial Manager.....Ray Baker
Manager, National Sales and Sales Service, Merchandising and Promotion Manager Richard E. Green
Program Manager.....W. W. Warren
Production Manager....Frederick J. Patterson
Chief Engineers....F. J. Brott, S. D. Bennett

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Operated By.....Radio Sales Corp.
Business-Studio Address.....2939 4th South
Phone Number .....Elliott 2480
Air Time.....6 a.m.-2 a.m.
News Service.....AP
Transcription Service.....Associated, Cole
Representative .....W. S. Grant
Membership .....NAB
President .....P. K. Leberman
General, Station Mgr.....Robt. E. Priebe
Commercial Manager.....Romig C. Fuller
Publicity Director.....Lyle Burt
Chief Engineer.....George A. Freeman

KTW

SEATTLE—EST. 1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.First Presbyterian Church
Business Address.....7th Ave. & Spring St.
Phone Number.....Main 2056
President.....Dr. F. Paul McConkey
General Manager.....James S. Ross
Comm. Mgr.-Prog. Dir.....Don Bevilacqua
Chief Engineer.....James S. Ross

KXA

SEATTLE—EST. 1924

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KXA, Inc.
Address.....312 Bigelow Bldg.
Phone Number.....Seneca 1000
Air Time.Limited—Local Sunup-Local Sundown
News Service .....UP
Transcription Service .....Standard
Representative ..... Bolling
Membership .....Nab, BMB
President.....W. I. Dumm
General Manager.....Rodney G. McArdle
Commercial Manager.....Robert A. Kilpatrick
Promotion Manager.....James D. Neidigh Jr.
Chief Engineer.....John DuBuque

KFIO

SPOKANE—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Spokane Bcstg. Corp.
Address.....526 Riverside Ave.
Phone Number.....Riverside 8033
Transmitter Location.....526 Riverside Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Cole
Representative.....Joseph Hershey McGillvra
Membership ..... NAB
President.....Arthur L. Smith
General Manager.....R. G. McBroom

KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By.....Louis Wasmer
Business-Studio Address...Radio Central Bldg.
Phone Number .....MAin 5383
Transmitter Location.....4102 S. Regal
Air Time.....18 hrs., daily, 17 hrs Sun.
News Service .....UP
Transcription Service.....Capitol, Associated
Representative.....Edward Petry
Membership .....NAB
President.....Louis Wasmer
General, Station Manager....Harvey Wixson
Program Director.....Robert E. Plummer
Chief Engineer.....A. G. Sparling

KHQ

SPOKANE—EST. 1923

NBC

Frequency: 590 Kc.....Power: 5,000 Watts
Owned-Operated By.....KHQ, Inc.
Business-Studio Address...Radio Central Bldg.
Phone Number .....MAin 5131
Transmitter Location.....4102 S. Regal St.
Air Time.....6 a.m.-12 M.; 7 a.m.-12 M. Sun.
News Service.....AP
Transcription Service.....Associated, Sesac
Membership .....NAB, BMB
President, Gen., Sta. Mgr...Richard O. Dunning
Sales Promotion Manager.....Robert Wesson
Program Director .....R. W. Brazeal
Chief Engineer.....John Walker
Farm Editor.....Glenn Lorang

KNEW

SPOKANE—EST. 1947

MBS

DON LEE

Frequency: 1430 Kc.....Power: 5,000 Watts
Owned By.....Coeur d'Alene Bcstg. Co.
Operated By.....Radio Station KNEW
Business-Studio Address....Sprague & Wall
Phone Number .....Riverside 8035
Transmitter Location....Old Palouse Highway, Spokane, Wash.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....World
Representative....Gilman, Micoll & Ruthman
Membership .....NAB
President.....Burl C. Hagadone
General, Station Manager.....Harry Lantry
Commercial Manager.....Wm. C. Rhodes
Program Director.....Paul Crain
Musical Director .....Anthony Pinski
Chief Engineer .....C. W. Evans

KREM

SPOKANE—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cole E. Wylie
Business-Studio Address....242 Riverside Ave.
Phone Number .....MAin 3333
Transmitter Location.....242 Riverside Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative .....W. S. Grant
President-Owner, General, Station Manager Cole E. Wylie
Commercial Manager.....Robert H. Temple

KXLY

SPOKANE—EST. 1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg Co.
Business-Studio Address.....Symons Bldg.
Phone Number.....MAin 1218
Transmitter Location....Rt. 3, Spokane Wash.
Air Time.....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative.....Walker, Tracy Moore
Membership .....NAB
President.....E. B. Craney
General Manager.....R. B. Wheeler
Commercial Manager.....B. W. Woolston
Sales Promotion Manager.....John Funk
Program Director.....George McGowan
Chief Engineer.....George Langford

KMO

TACOMA—EST. 1926

Frequency: 1360 Kc.....Power: 5,000 Watts
Owned-Operated By.....Carl E. Haymond
Business-Studio Address.....914½ Broadway
Phone Number.....MAin 4144
Transmitter Location....Highway 99, Colonial Garden area
Air Time.....6 a.m.-12 M.; 7a.m.-11 p.m. Sun.
News Service .....UP
Transcription Service.....Standard, Capitol
Representatives.....John Keating, Duncan Scott, Joseph Hershey McGillvra
Membership .....NAB
President-Owner.....Carl E. Haymond
Dir. of Operations.....James Murphy
Station Manager.....Jerry Geehan
Sales Promotion Manager, Publicity Director Raymond McKenzie
Program Director.....Ted Knightlinger
Musical Director.....Janet Ferris
Chief Engineer.....Max Bice

KTBI

TACOMA—EST. 1941

KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....7 a.m.-12 M.
Transcription Service.....Associated, World
Membership .....NAB, BMB
President.....Harold J. Quilliam
Gen. Mgr.-Prog. Dir.....Burke Ormsby
Commercial Manager.....King Mitchell
Chief Engineer.....Harold Dillon

KVI

TACOMA—EST. 1927

MBS—DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By..Puget Sound Bcstg. Inc.
Business Address.....Rust Bldg.
Phone Number.....BRoadway 4211
Studio Addresses.....Camlin Hotel, Seattle; Rust Bldg., Tacoma
Transmitter Location.....Point Heyer, Vashon Island, Wash.
Air Time.....5:30 a.m.-M.; 7 a.m.-12 M. Sun.
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative.....George P. Hollingbery Co.
Membership ..... NAB
Pres.-Gen.-Sta. Mgr.....Vernice Irwin
Commercial Manager.....Earl T. Irwin
Sales Promotion Manager....Robert Hayward
Program Director.....Dorothy D. Butler
Chief Engineer.....D. M. MacDonough

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 1,000 Watts
Owned-Operated By..Vancouver Radio Corp.
Business-Studio Address.....707½ Main St.
Phone Numbers ....Vancouver 150, Portland, Ore. Becon 4927
Transmitter Location.....Shore Smith Lake, Portland, Oregon
Air Time....6 a.m.-1 a.m.; 7 a.m.-12 p.m. Sun.
News Service .....UP
Transcription Service.....World, Standard
Representative .....John Keating
Membership .....NAB
President.....Sheldon F. Sackett
General Manager .....Fred F. Chitty
Asst. Manager, Commercial Manager Marcus F. DeLaunay
Sales Promotion Manager.....Alan Torbett
Program Director, Production Mgr..Robert Deihl
Publicity Director, Farm Editor..George Conner
Chief Engineer.....Edgar Means

KUJ

WALLA WALLA—EST. 1931

MBS—DON LEE

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ Inc.
Business-Studio Address.....55 E. Main St.
Phone Number.....1230
Transmitter Location..U. S. Highway 410— 3 mi. West Walla Walla City Center
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Langworth
Representatives.....Gilman, Nicoll, John Keating
Membership.....NAB, BMB
President-Gen. Sta. Mgr.....H. E. Studebaker
National Sales Manager.....Don Wike
Local Sales Manager.....Norval Armes
Program Director.....Howard Rhoads
Public Relations.....Don Keith Van Velzer
Chief Engineer.....Milton MacLafferty

KWWB

WALA WALA—EST. 1946

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Wala Wala Bcstg. Co.
Address.....Book Nook Bldg.
Phone Number 4103
Transcription Service.....Thesaurus, Standard
News Service .....AP
Representative ..... Grant
President.....John W. Kendall
V.P.-Gen. Mgr.....Arthur W. Lindsay
Commercial Manager....Kenneth K. Williams
Program Director.....Orville Claire Banks
Promotion Manager.....Adaline Bussard
Chief Engineer.....John L. Kelley

KPQ

WENATCHEE—EST. 1929

ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By..Wescoast Bcstg Co. Inc.
Business-Studio Address.....2nd & Columbia
Phone Number.....2757
Transmitter Location...Junction of Wenatchee & Columbia Rivers
Air Time.....6:00 a.m. to 12:05 p.m.
News Service.....UP
Transcription Service.....World, MM COLE
Representative....J. H. McGillvra, Keating Co.
Membership.....NAB, BMB
President-Owner.....R. Jones
General Sales Manager.....J. W. Wallace
Commercial Sales Promotion Mgr..Pat O'Hallo
Commercial Sales Promotion Manager Pat O'Halloran
Production Manager.....W. M. Green
Publicity Director.....Dorothy B. Maus
Chief Engineer.....Geo. Frese

KIMA

YAKIMA—EST. 1945

CBS

Frequency: 1460 Kc.....Power: 500 Watts
Owned-Operated By..Cascade Bcstg. Co., Inc.
Business-Studio Address..Terrace Heights Rd.
Phone Number.....6104
Transmitter Location.....Terrace Heights Rd.
Air Time.....5:00 a.m. to Midnight
News Service.....AP
Transcription Service..Thesaurus, Lang-Worth, Associated, SESAC
Representative .....Weed
Membership.....NAB, BMB
President-Owner.....A. W. Talbot
General Manager-Vice-President, General Station Manager.....R. Lee Black
Commercial Manager.....Doris Zietzke
Sales Promotion Manager-Publicity Director Hershel Cary
Chief Announcer.....Thomas C. Bostic
Musical Director.....Ben Weaver
Chief Engineer.....J. Barry Watkinson
Farm Editor.....Dick Landis

KIT

YAKIMA—EST. 1929

ABC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Valley Broadcasters
Operated By.....Carl E. Haymond
Business-Studio Address..414 E. Yakima Ave.
Phone Number.....8115
Transmitter Location.....Wash. Ave.
Air Time.....6 a.m.-12 M 7 a.m.-12 M Sun.
News Service.....AP, UP
Transcription Service.....Capitol, Standard, Lang-Worth, SESAC, Cole
Representatives...Joseph Hershey McGillvra Duncan A. Scott & Company, John Keating
President.....Carl E. Haymond
Director.....James A. Murphy
Station Manager.....John K. Clarke
Commercial Manager.....Harrison A. Miller
Sales Promotion Manager-Publicity Director William B. Hansen
Program Dir.-Production Mgr...James W. Nolan
Chief Announcer.....Don White
Musical Director.....Gene Hess
Chief Engineer.....H. B. Murphy
Farm Editor.....John Roberts

KYAK

YAKIMA—EST. 1947

MBS—DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Yakima Bcstg. Corp.
Business Address.....Fair Ave. & Mead St.
Phone Number 2-7143
News Service .....AP
Pres.-Gen. Mgr.....Robert S. McCaw
Vice-President.....J. Elroy McCaw
Commercial Manager.....Seymour Spring
Promotion Manager.....Robert B. Dyal
Prog. Dir.-Chief Engr.....Gordon Allen

WEST VIRGINIA

Estimated Population 1,849,000—% Increase —2.8—Radio Homes 370,664
Farms with Radios 66,201—Stations in State 31.

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc.....Power: 1000 Watts D., 500 Watts N.
Owned-Operated By.....Joe L. Smith, Jr.
Business-Studio Address.....WJLS Building
Phone Number.....Beckley 7311
Transmitter Location.....1 mile SE Beckley
Air Time.....6 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....Standard
Representative.....Burn Smith
Membership.....NAB, BMB
President.....Joe L. Smith, Jr.
General-Station Manager...Virginia N. Cooper
Commercial Manager.....Robert Burns
Sales Promotion Mgr.....Fenton B. Boggs, Jr.
Program Director.....George A. Hartrick
Chief Engineer.....A. J. Ginkel

WWNR

BECKLEY—EST. 1946

NBC

Frequency: 1450 Kc.....250 Watts
Owned-Operated By.....Rahall Bcstg Co.
Business-Studio Address....1565 Harper Road
Phone Number.....9300-9309
Transmitter Location.....1565 Harper Road
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
President-General Manager.....N. Joe Rahal
Station Manager:.....C. Alden Baker
Commercial Manager.....Charles R. French
Program Director.....Don Hays
Chief Engineer.....James Bucy

WHIS

BLUEFIELD—EST. 1929

NBC

Frequency: 1440 Kc.....1000 Watts D., 500 Watts N. (CP 5000 Watts)
Owned-Operated By..Daily Telegraph Ptg. Co.
Business-Studio Address....623 Commerce St.
Phone Number.....7114
Transmitter Location.....Harry Heights
Air Time.....5 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....World
Representative .....Katz
President-Owner.....H. I. Shott
General Mgr., Chief Engr.....P. T. Flannagan
Commercial Manager.....C. H. Murphey
Program Director.....Melvin Barnett

WCAW

CHARLESTON—EST. 1946

Frequency: 1400 Kc.....250 Watts
Owned-Operated By.....Capitol Bcst Corp.
Business Address.....1600 McCorkle Ave., SE
Phone Number.....Capitol 37-503
Transmitter Location...1600 McCorkle Ave., SE
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Langworth; Capitol
Representatives....Gilman, Nicoll & Ruthman
Membership .....NAB
President.....Garland F. Wilkinson
General-Station Manager.....Joseph J. Herget
Commercial Manager.....Robert E. Bell
Program Director.....James M. Flenniken
Publicity Director.....Robert E. Bell
Chief Engineer.....William D. Stone

WCHS

CHARLESTON—EST. 1927

CBS—W. VA. NETWORK

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By.....Charleston Bcst. Co.
Business-Studio Address.....1016 Lee St.
Phone Number.....28-131
Transmitter Location...Kanawha Country Club Rd.
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Standard
Representative .....Branham
Membership.....NAB, BMB, FMA
President.....John A. Kennedy
General Station Commercial Manager.....Howard L. Chernoff
Sales Promotion Manager.....Jack Herman
Program Director.....Berton Sonis
Chief Engineer.....Odes E. Robinson

WGKV

CHARLESTON—EST. 1939

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kanawha Valley Bcstg. Co., Inc.
Business-Studio Address.....208 Dickinson St.
Phone Number.....37-541
Transmitter Location.....Coal Branch Heights
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Richard M. Venable
General-Station Manager.....John S. Phillips
Promotion Manager.....Raymond R. Rebhann
Program Director.....C. P. Vogel, Jr.
Publicity Director.....Raymond R. Rebhann
Chief Engineer.....George Whiteman

WKNA

CHARLESTON—EST. 1946

ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By.....Joe L. Smith, Jr.
Business-Studio Address..804 Kanawha Blvd.
Phone Number.....39-971
Transmitter Location.....Tyler Mountain Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Standard
Representative .....Weed
Membership .....BMB
President.....Joe L. Smith, Jr.
General Station- Commercial Manager .....John T. Gelder
Sales Promotion Manager, Program Director .....Frank E. Shaffer
Chief Engineer.....Taylor Marcum
Farm Editor.....Bill Gentry

WTIP

CHARLESTON—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Chemical City Bcstg. Co.
Operated By.....Gus Zaharis
Business-Studio Address.....Capitol & Fife
Phone Number.....20-136
Transmitter Location.....Oakwood Road
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Associated
Representative .....Forjoe
Membership .....NAB
President-General Manager.....Gus Zaharis
Station Manager, Program-Publicity-Director.....Richard Glaser
Commercial Manager.....Ernie Thomas

WBLK

CLARKSBURG—EST. 1937

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....News Publishing Co.
Business Address.....Wheeling, W. Va.
Studio Address.....114½ Pike St.
Transmitter Location.....Glen Elk
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Membership .....NAB
President.....Austin Wood
General Manager.....George Clinton
Station, Commercial Sales .....
Promotion Manager.....Fred Zimmerman
Publicity Director.....Kathryn Vennari
Chief Engineer.....Joseph Wright

WHAR

CLARKSBURG—EST. 1946

MBS—ABC—KBS

Frequency: 1340.....Power: 250 Watts
Owned-Operated By
Mountain State Broadcasting Co., Inc.
Business-Studio Address....1200 East Pike St.
Phone Number.....5775, 6174
Transmitter Location.....1200 East Pike St.
Air Time.....7 a.m.-12 M
News Service.....UP
Transcription Service.....McGregor-SESAC
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB
President-Principal Owner, General-
Station Manager.....Glacus G. Merrill
Commercial Manager.....Jimmie Darnall
Sales Promotion Manager.....Joseph Fawley
Program Director.....Ruth Parsons
Production Manager.....Tom Brooks
Chief Engineer.....Andrew Kovlan

WPDX

CLARKSBURG—EST. 1946

Frequency: 750 Kc.....Power: 1000-W
Owned-Operated By..Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone Number.....6060
Transmitter Location.....Country Club Road
Air Time.....Local Sunrise-Local Sunset
News Service.....UP
Transcription Service.....World & Capitol
President.....O. L. Billingsley
General-Station Manager.....R. C. Warden
Commercial-Sales Promotion
Manager.....Joseph Larosa
Program Director.....Dewitt Wyatt
Production Manager.....Bob Walsh
Publicity Director.....Ruth Lawson
Chief Engineer.....Robert D. Hough

WDNE

ELKINS—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....West Va. Radio Corp.
Business Address.....Box 967
News Service .....AP
Transcription Service .....Standard
President.....H. C. Greer

WMMN

FAIRMONT—EST. 1926

CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned By.....Fort Industry Co.
Operated By..Monongahela Valley Bcstg. Co.
Business-Studio Address.....208 Adams St.
Phone Number.....3100
Air Time.....5 a.m.-Midnight
News Service.....AP
Transcription Service..Lang-Worth, Thesaurus
Membership.....NAB, BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Station Manager.....Allen L. Haid
Commercial Manager.....Charles E. Smith
Program Director.....Frank Lee
Publicity Director.....Charles McGrath
Chief Engineer.....Joseph Strelauski

WVVW

FAIRMONT—EST. 1946

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Fairmont Bcstg. Co. Inc.
Business Address.....WVVW Radio Park
Phone Number 5000
News Service .....AP
Transcription Service.....World, Associated
General Manager.....J. Patrick Beacom
Vice-President.....J. Harvey McCoy
Commercial Manager.....John F. Watkins
Chief Engineer.....J. Harvey McCoy

WHTN

HUNTINGTON—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....Greater Huntington
Radio Corporation
Business Address.....P. O. Box 2165,
Phone Number.....33453-4
Studio Address.....1112½ 4th Ave.
Air Time.....Local Sunrise-Local Sundown
News Service.....UP
Transcription Service..Associated, MacGregor
Representative .....Friedenberg Agency
Membership .....NAB
President-Owner.....A. B. Hyman
Vice-President, General Mgr.....Myer Layman
Commercial Manager.....John Roy Wolfe, Jr.
Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—EST. 1946

MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone Number.....33421
Transmitter Location....16th St. & Jackson Ave.
Air Time.....17½ hrs. daily—16 hrs. Sun.
News Service .....AP
Transcription Service.....Capitol & Standard Radio
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President-General Manager.....F. J. Evans
Commercial Manager.....Bernard Sammons
Sales Promotion Manager.....Lillian P. Swann
Program Director.....Jay Caldwell
Publicity Director.....Lucille Theen
Chief Engineer.....William H. Hansher, Jr.

WSAZ

HUNTINGTON—EST. 1926

ABC—W. VA. NETWORK

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....912½ Third Ave.
Phone Number 4106
Transmitter Location.....28th St. W. & C. & O. R. R.
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership.....NAB, BMB
President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Station-Commercial Manager..Marshall Rosene
Sales Promotion Manager-Publicity Director.....Lawrence Rogers
Program Director-Farm Editor.....Ted Eiland
Production Manager-Chief Announcer-Musical Director.....Bert Shimp
Chief Engineer.....Leroy Kilpatrick

WLOG

LOGAN—EST. 1940

KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever
Business Address.....Box 720 (mail) 433 Stratton St.
Studio-Transmitter Location.....Kanada St.
Air Time.....14 hrs. daily
News Service.....UP
Membership.....NAB, BMB

WEPM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Martinsburg Bcstg. Co.
Business-Studio Address....W. King St., P. O. Box 874
Phone Number.....1146
Transmitter Location.....W. King St.
Air Time.....16½ hrs. daily
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB
Partnership....C. M. Zinn & C. Leslie Golliday
General Manager.....C. Leslie Golliday
Commercial Manager.....E. W. Dockeney
Program Director.....Amos Harper
Publicity Director.....Ruby Ware
Chief Engineer.....James Coale

WMON

MONTGOMERY—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Fayette Associates, Inc.
Business-Studio Address.....1028 First Ave.
Phone Number.....620-621
Transmitter Location.....1028 First Ave.
Air Time.....6 a.m.-12 M
News Service.....AP
Transcription Service.....World
Membership .....NAB
President, Commercial-Sales Promotion Manager.....Andrew W. Vickers
Program Director.....James M. Holmes
Production Manager.....Sydney Henry
Chief Announcer.....Paul Rhone
Musical Director.....Jack Clement
Chief Engineer.....Campbell Craver

WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....W. Va. Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone Number.....9488-9489
Transmitter Location.....100 Charleston Ave.
Air Time.....7 a.m.-12 M
News Service.....AP
Transcription Service.....World
Representative.....Homer Griffith Co.
Membership .....NAB
President.....H. C. Greer
General Manager.....Numa Fabre, Jr.
Commercial Manager.....John W. Johns
Sales Promotion Manager.....F. G. Raese
Program Director.....George Kapel
Publicity Director.....Rosemary Pearson
Musical Director.....Eleanor Negri
Chief Engineer.....Ray Spence

WOAY

OAK HILL—EST. 1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Robert R. Thomas, Jr.
Business-Studio Address.....Oak Hill, W. Va.
Phone Number.....651
Transmitter Location.....Oak Hill, W. Va.
Air Time.....Local sunrise-sunset
News Service.....AP
Transcription Service.....Capitol
Representative.....Harry Friedenberg
Membership.....NAB, BMB
President-Owner, General- Manager, Chief Engineer.....Robert R. Thomas, Jr.
Station-Sales Promotion Manager, Program-Publicity Director.....Harold B. Shaw
Chief Announcer.....Dennis Hollandsworth
Musical Director.....Vincent W. Moon, Jr.
Farm Editor.....Hugh McPherson

WCOM

PARKERSBURG—EST. 1947

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number.....6800-1
Transmitter Location.....2801 New York Ave.
Air Time.....6:55 a.m.—12:05 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Donald Cooke
Membership.....NAB
General Manager.....Carl L. Loose
Ass't. Manager, Program Director.....Paula M. Carr
Commercial Manager....Laurence V. Murphy
Publicity Director.....Mrs. Margaret Stern
Chief Announcer.....Michael Olds
Chief Engineer.....Buferd P. Barickman
Farm Editor.....Dorothy Chadwick Rapp

WPAR

PARKERSBURG—EST. 1935

CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Ohio Valley Bcstg. Corp.
Business-Studio Address.....211 5th St.
Phone Number.....2530
Transmitter Location....Route 2, Parkersburg, W. Va., Box 109
Air Time.....6:30 a.m.-1:05 a.m.
Transcription Service.....Standard, SESAC
Representative.....Branham
President.....Austin V. Wood
Ex Vice-President, General Manager.....Geo. H. Clinton
Educational Director, Sales Promotion Manager.....John W. Evans
Program Director.....Sherman Grimn
Chief Engineer.....Vilah Brooks

WLOH

PRINCETON

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Mountain Bcstg.
Business Address.....Princeton
Phone Number.....567
News Service.....UP
Transcription Service.....Thesaurus
President.....Frank G. McKenzie
Gen.-Comm.-Prom. Mgr...Robert C. Wolfenden

WRON

RONCEVERTE—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....William E. Blake
Business Address.....Ronceverte, W. Va.
Phone Number.....300
Studio Address.....Shanklin Building
Transmitter Location.....Charlotte Heights
Air Time...5 a.m.-12 p.m.—8 a.m.-12 p.m., Sun.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership.....NAB
President, General-Station Manager.....William E. Blake
Commercial Manager.....Clyde Porterfield
Program Director.....Arch Holsten
Publicity Director, Chief Announcer..Art Kellar
Chief Engineer.....S. Herbert Jackson
Farm Editor.....Arch Holsten

WBRW

WELCH—EST. 1940

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...MacDowell Service Co.
Business-Studio Address.....Riverside Drive
Phone Number.....818
Transmitter Location.....Riverside Drive
Air Time.....6 a.m.-12 M
News Service.....AP
Transcription Service.....Standard
Representative.....Forjoe & Co.
Membership.....NAB, BMB
President.....J. G. Hunt
General Manager.....John P. Sinclair
Program Director.....John J. Villani
Chief Engineer.....Howard R. King

WHAW (CP)

WESTON

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lewis Service Corp.
Business Address.....238 Main St.

WKWK

WHEELING—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Bcstg., Inc.
Operated By.....Radio Station WKWK
Business-Studio Address.....Pythian Building, 16th & Market Sts.
Phone Number 5320
Transmitter Location.....Pythian Building, 16th & Market Sts.
Air Time.....18 hours
News Service.....UP
Transcription Service.....Standard
Station Representative.....Weed
Membership.....NAB, BMB
President.....Joe L. Smith, Jr.
General-Station-Commercial Manager.....John B. Reynolds
Program Director, Production Manager.....Albert H. Stewart
Publicity Director.....Nancy A. Hilmes
Chief Announcer.....Ray Vingi
Chief Engineer.....Fred A. Baker

WWVA

WHEELING—EST. 1926

CBS

Frequency: 1170 Kc.....Power: 50000 Watts
Owned-Operated By.....West Va. Bcstg. Co.
Address .....Hawley Bldg.
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Air Time.....4:30 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative ..... Petry
Membership .....NAB, BMB
President.....George B. Storer
V.P. in chg. of Operations.....Wm. E. Rine
Sales Promotion Mgr.....Howard W. Meagle
Ass't Mgr.-Dir.....Paul J. Miller
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

WBTH

WILLIAMSON—EST. 1939

MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Williamson Bcstg. Corp.
Business Address.....2nd Ave. at Court St.
Phone Number.....1241-2
Transmitter Location...2nd Ave. at Court St.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World Bcstg. System
Membership.....NAB, BMB
President.....Mrs. Lewis C. Tierney
General-Station-Commercial Manager.....Alice Shein
Sales Promotion-Production Manager, Program Director.....Robert E. Spiros
Chief Engineer.....Robert W. Bullio

WISCONSIN

Estimated Population 3,283,000—% Increase +4.6—Radio Homes 829,246
Farms with Radios 156,442—Stations in State 41

WHBY

APPLETON—EST. 1925

MBS—KBS
WISCONSIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address.....600 S. Lawe St.
Phone Number 1161
Transmitter Location.....600 S. Lawe St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative .....Griffith
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
General Manager.....Earl H. Huth
Commercial Manager.....W. O. Porsow
Program Dir.-Prod. Mgr.....Rodger Mueller
Promotion Manager.....F. Douglas Chingo
Chief Engineer.....George Merkl

WATW

ASHLAND—EST. 1940

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Mich.-Wisc. Bcstg. Co., Inc.
Business-Studio Address..Northern State Bank
Phone Number.....1420
Transmitter Location.....Ellis Ave.
Air Time.....6:25 a.m.-11 p.m.
News Service.....UP
Transcription Service.....Standard
Representative.....The Walker Co.
Membership .....BMB
President.....William L. Johnson
General Manager & Vice-President..J. W. Huss
Assistant Station Manager.....T. G. Hogan
Commercial Manager.....J. A. Marta
Program-Musical Director.....Mary Jean Anno
Production Manager.....Arnold Peterson
Chief Engineer.....Otto Link

WBIZ

EAU CLAIRE—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Business Address.....609 Cameron
Phone Number 2-1969
News Service .....UP
Transcription Service .....World
Pres.-Gen. Mgr.....James J. Conroy
Commercial Manager.....Ray L. Watton
Program Director.....Fred Riddell
Traffic Manager.....Alvina Britz
Chief Engineer.....Claude Thomas

WEAU

EAU CLAIRE—EST. 1937

NBC—ARROWHEAD—NORTHWEST NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Address.....203 S. Barstow St.
Phone Number 6149
Transmitter Location.....Symour Road
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Pres.-Gen. Mgr.....Walter C. Bridges
Commercial Manager.....James Clyde Riddle
Program Director.....Jack Kelly
Chief Engineer.....Thorwald O. Jorgenson

WRFW

EAU CLAIRE—EST. 1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Chippewa Valley Rcdio & Television Corp.
Business-Studio Address....21½ S. Barstow St.
Phone Number 4170
Air Time.....Local sunrise-local sunset
President.....T. K. Werner
Station Manager.....Jack Kelly

KFIZ

FOND-DU-LAC—EST. 1922

MBS—WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Address.....18 W. First St.
Phone Number 356
Transmitter Location.....18 W. First St.
Air Time .....Unlimited
News Service .....UP
Membership .....NAB, BMB
Exec. V.P.-Prom. Mgr.....Emery W. Martin
Gen.-Comm. Mgr.....Lynn N. Fairbanks
Commercial Director.....Emery W. Martin
Program Director.....Lucille A. Fairbanks
Chief Engineer.....Wendall Meyers

WDUZ

GREEN BAY—EST. 1947

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Green Bay Bcstg. Co.
Business Address.....Nicolet Bldg.
Phone Number.....Howard 6300
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
Representative ..... Taylor-Howe-Enowden
Pres.-Gen. Mgr.....Ben A. Laird
Commercial Manager.....F. M. Cooper
Program Director.....Robert C. Nelson
Chief Engineer.....Paul C. Tyrrel

WJPG

GREEN BAY—EST. 1947

WISCONSIN NETWORK

Frequency: 810 Kc.....Power: 1 Kw.
Owned-Operated By...Green Bay Newspaper Company
Business Address.....Green Bay, Wisc.
Phone Number.....Howard 6400
Studio Address.....428 Cherry St.
Transmitter Location.....Belleview Rd., S. of Green Bay, Wisc.
Air Time.....Local sunrise-Local sunset
News Service.....AP
Transcription Service....Thesaurus & Standard
Representative.....McGeehan & O'Mara
Membership.....NAB, FMA
General Manager.....A. B. Turnbull
Station Manager.....John M. Walter
Commercial Manager.....Glen Holznecht
Program Director.....Russell Widoe
Production Manager.....Bob Smith
Chief Engineer.....Elmo W. Reed

WTAQ

GREEN BAY—EST. 1922

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY Inc.
Business-Studio Address.....Bellin Building
Phone Number.....Adams 1
Transmitter Location.....West De Pere, Wisc.
Air Time.....24 hours daily
News Service.....AP
Transcription Service.....World, SESAC
Representative.....Weed & Co.
Membership .....BMB
Managing-Director.....Rev. M. J. Beemster
General-Station Manager.....Haydn R. Evans
Commercial Manager.....Al Michel
Sales Promotion Manager, Publicity Director.....Lee Stinson
Program Director.....Clair Stone
Chief Announcer.....Don Arthur
Musical Director.....Clarence Edges
Chief Engineer.....Wallace E. Stangel
Farm Editor.....Eddy Jason

WCLO

JANESVILLE—EST. 1930

MBS—WISC. NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone Number 2550
Transmitter Location.....1436 Oakhill Ave.
Air Time .....Unlimited
News Service.....AP
Transcription Service.Lang-Worth & Thesaurus
Representative .....Rambeau
Membership.....NAB, BMB
Chief Executive.....Sidney H. Bliss
General-Commercial Manager.....Vern W. Willliams
Promotion Manager.....Joseph G. Urban
Chief Engineer.....Wayne Clay
Farm Editor.....Grant H. Ritter

WLIP

KENOSHA—EST. 1947

Frequency: 1050 Kc.....Power: 250 Watts
Owned By.....Kenosha Bcstg. Co.
Operated By.....Wm. L. Lipman
Business-Studio Address.....625 - 57th St.
Phone Number 6162
Transmitter Location.....625 - 57th St.
Air Time.....Day
News Service.....UP
Transcription Service .....Lang-Worth
Representative.....J. P. McKinney & Son
Membership .....NAB
Chief Executive, General-Station Manager.....Wm. L. Lipman
Commercial Manager.....John Livingston
Program-Publicity Director.Richard V. Driscoll
Chief Engineer.....Willard L. Thiel
Farm Editor.....Lee Edwards

WKBH

LA CROSSE—EST. 1923

NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH Incorporated
Business-Studio Address.....409 Main St.
Phone Number.....450
Transmitter Location..Gilette St. near Highway 16, La Crosse
Air Time.....6 a.m.-12 p.m.
News Service.....AP
Transcription Service.....Lang-Worth & World
Representative .....Taylor-Howe-Snowden
Membership.....NAB, BMB
General Manager.....Howard Dahl
Program Director.....Berneice Callaway
Production Manager.....Ray Plamadore
Musical Director.....Beverly Dittman
Chief Engineer.....Alvin Leeman

WKTY (CP)

LA CROSSE

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....Le Crosse Bcstg. Co.
Business Address.....515 State Bank Bldg.

WLCX

LA CROSSE—EST. 1947

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number.....4379
Transmitter Location.....Lang Drive
Air Time.....6 a.m.-12 M & 8 a.m.-12 M, Sun.
News Service.....UP
Transcription Service.....Standard
President.....Margaret B. Mac Lennan
General-Station Manager.....E. W. Berg
Commercial Manager.....Millard Berg
Sales Promotion Manager...Robert A. Gaumer
Program Director, Production Manager .....Joe N. Snyder
Chief Announcer.....Carlton Beaudette
Chief Engineer.....Albert I. Rauscher

WLDY (CP)

LADYSMITH

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....O. J. Falge
Business Address.....Highway 8
News Service .....UP
President.....O. J. Falge
Gen.-Comm.-Prom. Mgr.-Prog. Dir.....Loren F. Bridges
Chief Engineer.....Darrell H. Holbrook

WIBA

MADISON—EST. 1925

NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....110 E. Main St.
Phone Number.....Fairchild 8800
Transmitter Location.....Town of Fitchburg, Dane County, Wisc.
Air Time.....6 a.m.-12M
News Service.....AP, UP
Transcription Service.....Standard
Representative .....Avery-Knodel
Membership.....NAB, BMB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Publicity Director.....Peg Bolger
Musical Director.....Virginia Hodell
Chief Engineer.....Norman Hahn
Farm Editor.....Chuck Mittlestadt

WKOW

MADISON—EST. 1945

MBS

Frequency: 1070 Kc.....Power: 10,000 Watts d. 5000 Watts n.
Owned-Operated By.....Monona Bcstg. Co.
Business-Studio Address..215 W. Washington Ave.
Phone Number.....Gifford 7100
Transmitter Location.....McFarland, Wisc.
Air Time.....18½ hrs. daily
News Service.....UP
Representative.....Headley-Reed Co.
Membership.....NAB
President.....Stewart Watson
Gen.-Comm.-Sales Prom. Mgr.-Pub. Director Harry H. Packard
Prog. Supervisor-Prod. Mgr.-Musical Director Kenneth W. Dillon
Chief Announcer.....R. B. Streeter
Chief Engineer.....V. A. Vanderheiden
Farm Editor.....Buck Leverton

WOMT

MANITOWOC—EST. 1926

MBS—WISCONSIN—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Building
Phone Number.....5015-6015-7015-8015
Transmitter Location...Mikadow Theater Bldg.
Air Time.....6:57 a.m.-M
News Service.....UP
Transcription Service.....World
Representative.....McGeehan & O'Mara
Membership.....NAB
President, General-Station-Commercial Manager, Publicity Director.....Francis M. Kadow
Sales Promotion Manager.....Robert Churchill
Program Director, Production Manager.....George H. Erdman
Chief Announcer.....Jack Leon
Musical Director.....El. Roy
Chief Engineer.....W. F. Duben
Farm Editor.....A. E. Reedy

WMAM

MARINETTE—EST. 1939

NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Operated By.....M & M Bcstg. Co.
Business-Studio Address.....Radio Park, foot of Wells St.
Phone Number.....570

Transmitter Location.....Radio Park
Air Time.....6:30 a.m.-12 p.m.
News Service.....UP
Representative.....Radio Adv. Co.
Membership .....BMB
President.....W. E. Walker
General-Station Manager.....J. D. Mackin
Commercial Manager.....H. L. Emich
Sales Promotion Manager.....Mary Kay
Program Director, Production Manager.....Patrick Kehoe
Chief Engineer.....A. L. Stewart
Farm Editor.....John Bell

WDLB

MARSHFIELD—EST. 1947

KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Dairyland's Bcstg. Service, Inc.
Business-Studio Address..1710 N. Central Ave.
Phone Number.....1212
Transmitter Location.....1710 N. Central Ave.
Air Time.....6:30 a.m.-10 p.m.; 7 a.m.-10 p.m., Sun.
News Service.....UP
Transcription Service...World-SESAC-Keystone
Representative.....Homer Griffith
President.....Lloyd L. Felker
General-Station Manager.....George F. Myer
Commercial-Sales Promotion Manager.....Robert W. Behling
Program Director.....Roy LaMere
Chief Engineer.....Gerald J. Boos

WIGM

MEDFORD—EST. 1941

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dairyland's Bcstg. Service, Inc.
Business-Studio Address.....Medford
Phone Number.....5147
Transmitter Location.....Highway 13
Air Time.....7:30 a.m.-10 p.m., 8-6, Sun.
News Service.....UP
Transcription Service.....SESAC
President.....Lloyd L. Felker
General-Station Manager.....George F. Meyer
Commercial-Sales Promotion Manager, Program Director.....Irma Meyer
Chief Announcer.....Dick Johnson
Chief Engineer.....Raymond Bohnert
Farm Editor.....Homer Porter

WEMP

MILWAUKEE—EST. 1935

ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Milwaukee Bcstg. Co.
Business-Studio Address.....710 N. Plankinton Ave.
Phone Number.....Marquette 772.
Transmitter Location..5335 W. McKinley Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Capitol Library
Representative .....Avery-Knodel
President.....Robert M. LaFollette
General-Station Manager....Hugh K. Boice, Jr.
Commercial Manager.....John Gagliano
Sales Promotion Manager, Publicity Director .....Karl Gierhahn
Program Director, Production Manager.....Bert Mulroy
Chief Announcer.....Tom Shanahan
Musical Director.....Elmer Ihrke
Chief Engineer.....Rolland Paske

WEXT

MILWAUKEE—EST. 1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WEXT, Inc.
Business Address.....Century Bldg.
Phone Number.....Marquette 6542
News Service .....INS, UP
Transcription Service.....SESAC, Capitol
Representative ..... Young
President.....Gerald A. Bartell
Gen.-Comm. Mgr.....John M. Printup
Station Manager.....Albert B. Gale
Promotion Manager.....Lee K. Beznor
Program Director.....Rosa B. Evans
Chief Engineer.....Ralph E. Evans

WFOX

MILWAUKEE—EST. 1946

Frequency: 860 Kc.....Power: 250 Watts
Owned-Operated By..Wisc. Bcstg. System, Inc.
Business-Studio Address..739 North Broadway
Phone Number.....Broadway 1272-3-4
Transmitter Location.....208 East Wisconsin
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
President, General-Station Manager.....Charles J. Lanphier
Program Director, Production Manager .....Carl Zimmermann
Publicity Director.....Grace Landre
Chief Announcer.....Paul Bartell
Musical Director.....Walter Behl
Chief Engineer.....George A. Dodge
Farm Editor.....John Van Osch

WISN

MILWAUKEE—EST. 1922

CBS

Frequency: 1150 Kc.....Power: 500 Watts
Owned-Operated By.....Hearst Radio, Inc.

Address.....123 W. Michigan St.
Phone Number .....Daly 6474
Transmitter Location.....Town of Greenfield
Air Time.....6 a.m.-M.
News Service.....UP, INS
Transcription Service.....World, Standard
Representative.....The Katz Agency
Membership .....NAB, BMB
General Manager.....G. W. Grignon
Local Commercial Mgr.....R. E. Shireman
Program Director.....Jack Raymond
Promotion Manager.....Ellis Saxton
Chief Engineer.....Donald A. Weller

WMAW

MILWAUKEE—EST. 1948

Frequency: 1250 Kc.....Power: 5000 Watts
Owned By.....Midwest Bcstg. Co.
Business-Studio Address.....723 N. Third St.
Phone Number.....Daly 2154
Transmitter Location..S 118th & West Grange, Hales Corners, Wisconsin
Air Time .....Unlimited
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative.....Free & Peters
V. P., Gen. Mgr.....George E. Inghram
Asst. General Manager....Woods O. Dreyfus
Commercial Mgr.....James G. Sandison
Program Director.....Charles G. Chan
Production Manager.....Hal Walker
Promotion Mgr.....Paul Miles
Chief Engineer.....R. H. Host

WMLO

MILWAUKEE—EST. 1947

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Operated By...Cream City Bcstg. Co.
Business-Studio Address..2625 W. Wisc. Ave.
Phone Number.....West 1290
Transmitter Location.....Whitefish Bay
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Cole, Lang-Worth
Representative.....Forjoe & Co.
Membership .....NAB
Chief Exec., V. P., Gen. Mgr.....Jerome Sill
Commercial Manager.....Dale F. Darr
Sales Promotion Manager....Richard E. White
Program Director.....Lan Singer
Chief Engineer.....Paul Mueller

WTMJ

MILWAUKEE—EST. 1927

NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....Marquette 6000
Studio Address.....720 E. Capitol Dr.
Transmitter Location.....Route 5, Box 817, Waukesha, Wisconsin
Air Time....5:30 a.m.-12:30 a.m.; 7 a.m.-12:30 a.m., Sun.
News Service .....AP
Transcription Service..Thesaurus, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
General Manager.....W. J. Damm
Asst. General Manager.....L. W. Herzog
Station-Commercial Mgr.....R. G. Winnie
Promotion Manager, Publicity Director.....R. B. Wallace
Program Director.....E. J. Robertson
Chief Announcer.....Robert Heiss
Musical Director.....Maurice Kipen
Chief Engineer.....Wm. Hebal

WNAM

NEENAH—EST. 1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Neenah-Menasha Bcstg. Co.
Business-Studio Address..101 East Wisc. Ave.
Phone Number 4615
Transmitter Location.....Rt. 1, Neenah
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....World
Representative .....Rambeau
Membership .....NAB, BMB
V. P., Gen. Mgr.....Don C. Wirth
Commercial-Sales Promotion Manager .....Karl Gorsche
Program-Publicity Director, Farm Editor .....Howard Hanson
Production Manager, Chief Announcer .....Don Cavitt
Musical Director.....Marion Maves
Chief Engineer.....E. W. Fliegel

WOSH

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oshkosh Bcstg. Co.
Business-Studio Address.....151½ Main St.
Phone Number.....Stanley 4580
Transmitter Location..County Trunk A, Bowen St. Rd.
Air Time....6:30 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NAB, BMB
Senior Partner & Executive Director.....Myles H. Johns
General Manager.....George Greeley
Commercial Manager.....Allen Embury
Program Director.....Sherwood Lorenz
Chief Engineer.....Glen Wheeler

WOBT

PELICAN—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....The Oneida Bcstg. Co.
Business Address.....29 Frederick St., Rhinelander, Wisc.

WIBU

POYNETTE—EST. 1925

MBS—WISC. NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Wm. C. Forrest
Business Address.....RFD No. 2, Poynette
Phone Number.....97 R 5.
Transmitter Location.....RFD No. 2, Poynette
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, SESAC
Representative .....Burn-Smith
President, General-Station Manager, Farm Editor.....Wm. C. Forrest
Commercial-Sales Promotion-Production Mgr., Publicity Director.....Ralph O'Connor
Program Director.....Sarah Forrest
Chief Announcer.....Lee Wesner
Musical Director.....George Gross
Chief Engineer.....L. Stanley Sadler

WRJN

RACINE—EST. 1928

ABC—WISCONSIN NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Racine Bcstg. Corp.
Business Address.....441 Main St.
Phone Number.....Jackson 290-121
Transmitter Location.....Mt. Pleasant
Air Time.....6:15 a.m.-10:15 p.m.
News Service .....AP
Representative .....Walker Co.
Membership.....NAB, BMB, FMA
President.....Frank R. Starbuck
General Manager.....Harry R. LePoidevin
Station-Commercial Mgr...Harold J. Newcomb
Program Director.....Lyman Merens
Publicity Director.....Amelia A. French
Chief Engineer.....Francis Lee Dechant

WOBT

RHINELANDER—EST. 1947

MBS—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Business-Studio Address.....Route 8 East
Phone Number 1240
Transmitter Location.....Route 8 East
Air Time.....6:45 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....John R. Tomek
General Manager.....Geo. A. Richards
Sales Promotion Manager..Gregory McElrone
Program Director.....Clyde D. Lake
Chief Engineer.....Chas. Bresette

WJMC

RICE LAKE—EST. 1939

MBS—ARROWHEAD NORTHWEST

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJMC, Inc.
Business-Studio Address....1615 S. Main St.
Phone Number 550
Air Time.....6:25 a.m.-11 p.m.
Transcription Service .....Associated
Representative.....Geo. P. Hollingberry
Membership .....BMB
President.....Walter C. Bridges
Station Manager.....Greg Rouleau
Program Director, Farm Editor....Harry Wills
Publicity Director.....Betty Gregory
Chief Engineer.....Robert Kolsky

WHBL

SHEBOYGAN—EST. 1924

ABC—WISC.

Frequency: 1330 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....Press Bldg.
Phone Number 4844
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....A. Matt Werner
General-Commercial Mgr.....G. P. Richards
Program Director.....Glen James
Publicity Director.....Doris Domnie
Chief Engineer.....Herbert J. Mayer

WDSM

SUPERIOR—EST. 1937

ABC—NORTHLAND NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business-Studio Address.....Nation Bldg.
Phone Number 4451
Air Time.....6:25 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative.....Free & Peters
Membership .....NAB
President .....Robert Ridder
General-Station Mgr.....Carl Bloomquist
Commercial Manager.....Clifford Lue
Program Director.....Lewis Martin
Chief Engineer.....Melvin Lasky

WSBR
SUPERIOR—EST. 1946
KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSBR, Inc.
Address.....1st & Baker Ave.
Phone Uumber.....Melrose 4794
News Service .....AP
Transcription Service .....Standard
President.....Ford S. Campbell
General Manager.....James J. Conroy
Comm. Mgr.-Prog. Dir.....Arthur C. Robinson
Promotion Manager.....Laurie E. Carlson
Chief Engineer.....Olaf N. Gabrielson

WAUX
WAUKESHA—EST. 1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....Waukesha Bcstg. Co.
Business Address.....319 W. Main St.
Phone Number 6619
Transmitter Location.....Highway 18
Air Time.....6:30 a.m.-sunset
Transcription Service .....Cole
News Service .....AP
President .....Carl Taylor
Vice President.....Lloyd Berlingham
Secy.-Treas.....Russ Salter
General Manager.....Mig Figi
Program Director.....Ralph Andrews
Chief Engineer.....Charles Kaetel

WFHR
WISCONSIN RAPIDS—EST. 1940
MBS—WISC. NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Business Address.....141 W. Grand Ave.
Phone Number 1340
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB, BMB
President.....William F. Huffman
General Mgr.....Geo. T. Frechette
Commercial Manager.....Bruce G. Beichl
Production Manager.....Arnie Strope
Chief Engineer.....Victor W. Nickel

WSAU
WAUSAU—EST. 1937
CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Journal Co.
Business-Studio Address.....125 3rd Street
Phone Number 6521
Air Time.....6:30 a.m.-11:05 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Edward Petry
V. P., Gen. Mgr.....Walter J. Damm
Station Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Chief Engineer.....R. W. Richardt

WYOMING

Estimated Population 275,000—% Increase +9.7—Radio Homes 69,626
Farms with Radios 11,332—Stations in State 9

KDFN
CASPER—EST. 1930
MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Donald L. Hathaway
Business-Studio Address.....Box 930
Phone Number 407
Transmitter Location.....Box 930
Air Time..6:45 a.m.-11 p.m.; 8 a.m.-10:30 p.m., Sun.
News Service .....UP
Transcription Service .....Thesaurus
Representative...Sears & Ayer; Avery-Knodel
Membership .....NAB, BMB
Owner, General Mgr.....Donald L. Hathaway
Commercial Manager.....Frederic Hufsmith
Program Director.....Marcus R. Nichols
Production Manager.....William Shutts
Publicity Director.....John Morehead
Chief Engineer.....Donald L. Hathaway

KVOC
CASPER—EST. 1946
ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KVOC Bcstg. Co.
Business Address.....1540 So. Wolcott St., P. O. Box 2090
Phone Number 130
Transmitter Location.....1540 So. Wolcott St., P. O. Box 2090
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BMB
President.....E. E. Hanway
Gen.-Sta. Mgr.....John R. Bailey, Jr.
Comm.-Sales Prom. Mgr.....D. R. Christopher
Program Director.....E. L. Rock
Publicity Director.....Kathryn L. Warner
Chief Engineer.....G. L. Schmehl

KFBC

CHEYENNE—EST. 1940

ABC—PURPLE SAGE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number 4461
Air Time.....6 a.m.-12 M.
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NAB, BMB
President.....Tracy S. McCraken
Treasurer, General-Station Mgr...Wm. C. Grove
Commercial Manager.....Frank Flynn
Sales Promotion Manager.....Robert True
Program Director.....Dale Sunderland
Production Manager.....Chuck Maxwell
Chief Engineer.....Harold Roberts

KODI

CODY—EST. 1947

MBS—WYOMING NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Business-Studio Address.....Cody
Phone Number 444
Transmitter Location..½ mi. S. of Cody, Wyo.
Air Time.....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World, Cole
Membership .....NAB
President, General Mgr.....Breck Moran
Program Director.....Louise G. Metz
Chief Engineer.....Phillip H. Barnhart

KPOW

POWELL—EST. 1941

MBS—INTERMOUNTAIN—KBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Albert J. Meyer
Business Address.....243 E. 2nd St.
Phone Number 222
Transmitter-Studio Location..2 mi. S. of Powell
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Cole, SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, General Mgr.....A. J. Meyer
Commercial Manager.....Del Brandt
Chief Engineer.....Del Brandt

KRAL

RAWLINS—EST. 1947

ABC—PURPLE SAGE NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Rawlins Bcstg. Co.
Business-Studio Address .....Rawlins
Phone Number 1015
Air Time.....6:30 a.m.-10:30 p.m.
Transcription Service .....Thesaurus
President.....Tracy S. McCracken
General-Station Mgr.....Max M. Young
Program Director.....Clark Grove
Chief Engineer.....Clark Grove

KVRS

ROCK SPRINGS—EST. 1938

MBS—INTERMOUNTAIN—KBS

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Wyo. Bcstg. Co.
Business-Studio Address.....1307 Wyo. St.
Phone Number 93-4
Air Time.....17 hrs. daily
News Service .....AP
Transcription Service .....Standard
Membership .....NAB, BMB
Pres., Program Dir.....Marjorie L. McCracken
General-Commercial Mgr.....H. L. McCracken
Production Manager.....Michael Reid
Chief Engineer.....Archie W. Buchanan

KWYO

SHERIDAN—EST. 1934

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Big Horn Bcstg. Co., Inc.
Business Address.....Box 727
Phone Number 601-2
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....R. E. Carroll
General-Station Manager.....J. W. Carroll
Commercial Manager.....R. C. Epperson
Program Director.....Nova Spracklen
Chief Engineer.....Robert Crossthwaite

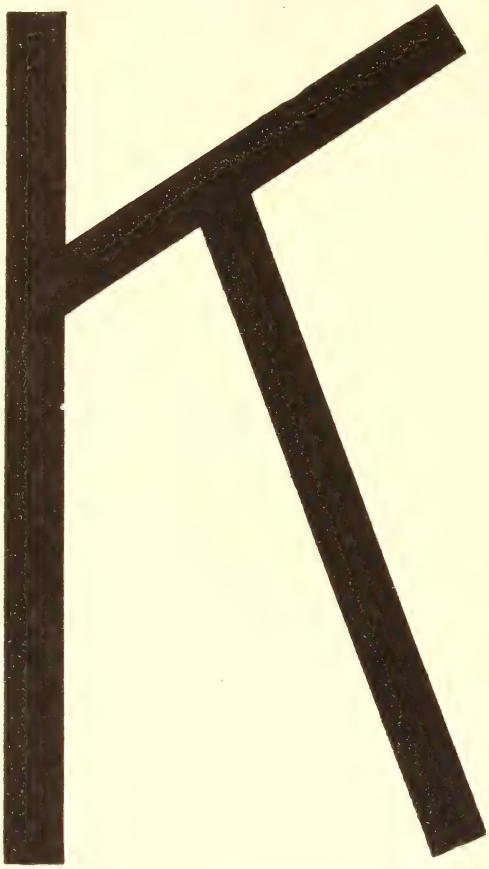
KWOR

WORLAND—EST. 1946

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 92
Phone Number 308
News Service .....AP
Air Time.....7 a.m.-11 p.m.
Owner-General Manager.....Joseph P. Ernst
Commercial Manager.....Mildred V. Ernst
Chief Engineer.....Joseph P. Ernst

ALASKA'S TWO GREAT STATIONS



FAR-

FAIRBANKS, ALASKA

10,000 Watts—660 Kc.

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields — Alaska's huge military bases — the Mantanuska farming area—the Alaska Railroad Belt — the North Pacific fishing industry — and Alaska's BOOMING civilian population.

ANCHORAGE, ALASKA

5,000 Watts — 550 Kc.

ENI-

(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).

National Advertising Manager

GILBERT A. WELLINGTON

1011 American Bldg., Seattle 4, Wash.

TERRITORIES — POSSESSIONS

Alaska

KBYR (CP)

ANCHORAGE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Keith Capper
Business Address.....Box 1296

KENI*

ANCHORAGE—EST. 1948

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....4th Ave. Bldg.
Transmitter Location.....Chester Creek
Air Time.....6:30 a.m.-12 M.
News Service .....PA
Transcription Service .....Thesaurus
Representative .....Gilbert Wellington
Membership .....NAB
President.....Austin E. Lathrop
General-Station Manager..Alvin O. Bramstedt
Program Director.....Allan B. Walker
Chief Engineer.....Jack M. Walden

* Scheduled to go on air May 1, 1948

KFQD

ANCHORAGE—EST. 1924

ALASKA BROADCASTING SYSTEM—KBS

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Alaska Bcstg. Co.
Business Address.....Securities Bldg., Seattle 1, Wash.
Phone Number.....Main 8637
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Pan American
Owner, General Manager....Wm. J. Wagner
Commercial Manager.....Ken B. Laughlin
Program Director.....Jay Stauter
Chief Announcer.....Tom Durrant
Chief Engineer.....Robert Nichols

KFAR

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Bldg.
Phone Number.....East 380-A
Transmitter Location.....Farmer's Loop Rd.
Air Time.....7 a.m.-12 M.
News Service .....PA
Transcription Service .....Thesaurus
Representative.....Gilbert A. Wellington
Membership .....NAB
President.....Austin E. Lathrop
General-Station Mgr.....Alvin O. Bramstedt
Program Director.....Allan B. Walker
Production Manager, Chief Announcer .....Arvid Erickson
Musical Director.....Jean Stevens
Chief Engineer.....August G. Hiebert
Farm Editor.....Loren T. Oldroyd

KFRB

FAIRBANKS—EST. 1924

ALASKA BCSTG. SYSTEM—KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Alaska Bcstg. Co.
Business Address.....Securities Bldg., Seattle 1, Wash.
Phone Number.....Main 8637
Air Time.....18 hrs. daily
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Pan American
Owner, General Manager.....Wm. J. Wagner
Commercial Manager.....Ken B. Laughlin
Program Director.....Jay Stauter
Chief Engineer.....Robert Nichols

KINY

JUNEAU—EST. 1936

ALASKA BROADCASTING SYSTEM—KBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Alaska Bcstg. Co.
Business Address.....Box 1040, Anchorage
Phone Number.....Main 143
Studio Address.....Decker Bldg, Juneau
Transmitter Location..Rock Fill, South Juneau
Air Time.....8 a.m.-10:17 p.m.
News Service .....AP
Transcription Service .....Keystone
Representative .....Pan American
Membership .....NAB
Owner.....William J. Wagner
Station Mgr., Pgm. Dir.....Richard Peter
Chief Announcer.....John Quilico
Chief Engineer.....O. A. Thorgaard

Alaska

KTKN

KETCHIKAN—EST. 1942

CBS

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Operated By.....Wm. J. Wagner
Manager .....Jim Fletcher
Program Director.....Jim Kemp
Chief Engineer.....Al Frazee

KIBH (CP)

SEWARD

Frequency: 1340 Kc.....Power: 250 Watts
Business Address....Box 1040, 412 4th Ave., Anchorage, Alaska
Owned-Operated By.....Wm. J. Wagner
Owner.....Wm. J. Wagner

Hawaii

KHBC

HILO—EST. 1936

CBS—HAWAIIAN BCSTG. SYSTEM, LTD.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Hawaiian Bcstg. System, Ltd.
Business Address.....P. O. Box 1476
Phone Number.....3877; 2216
Transmitter-Studio Location..1283 Kalanianaole Ave.
Air Time....6 a.m.-11 p.m.; 6:30 a.m.-11 p.m., Sun.
News Service.....AP, INS
Transcription Service.....Standard, World
Representative.....Free & Peters
President, General Mgr.....J. H. Worrall
Station Manager.....C. T. Thrumston
Commercial Manager.....Rex Wills, II
Program Director.....Marion Stutes
Chief Engineer.....Charles Lynn Rhoads

KIPA

HILO—EST. 1947

MBS—DON LEE

Frequency: 1110 Kc.....Power: 1000 Watts
Owned-Operated By..Big Island Bcstg. Co., Ltd.
Business-Studio Address..140 Haili St., P. O. Box 1602
Phone Number 2177-8; 3858
Transmitter Location.....4.5 mi. W. of Hilo
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative .....John Blair
General-Station Manager.....A. H. Green
Commercial-Sales Promotion Manager.....R. B. Groesbeck
Program-Musical Director.....Ethyl Green
Publicity Director.....Tom O'Brien
Chief Engineer.....H. L. Marques

KGMB

HONOLULU—EST. 1936

CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Hawaiian Bcstg. System, Ltd.
Business-Studio Address..1534 Kapiolani Blvd.
Phone Number.....Honolulu 2323
Transmitter Location....1534 Kapiolani Blvd.
Air Time.....5:45 a.m.-12:30 a.m.
News Service .....UP
Transcription Service..Standard, AMP, World
Representative.....Free & Peters
President, General-Station-Commercial Manager.....J. Howard Worrall
Sales Promotion Manager, Program Director.....E. Fitz Donnell, Jr.
Production Manager....Joe Lawrence Worthy
Publicity Director.....Louis T. Dwyer
Chief Announcer.....Leo Rumsey
Chief Engineer.....Ernest G. Lindemann

KGU

HONOLULU—EST. 1922

NBC

Frequency: 760 Kc.....Power: 2500 Watts
Owned-Operated By.....Marion A. Mulrony
Address.....P. O. Box 3110
Phone Number 2311
News Service .....UP
Transcription Service .....Thesaurus
Air Time.....6 a.m.-11 p.m.
Representative.....The Katz Agency
Pres.-Exec.-Gen. Mgr.....Lorrin P. Thurston
Comm.-Ass't Mgr.....George T. Plummer
Program Director.....Linton Latimer
Sales & Prom. Mgr.....Bernard E. Cooney
Station Manager-Chief Engr.....M. A. Mulrony

KHON

HONOLULU—EST. 1946

MBS—DON LEE—ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address.....P. O. Box 1380
Phone Number 95295
Transmitter-Studio Location....1810 Makanoe Lane
Air Time.....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service....Lang-Worth, Capitol, Standard, MacGregor
Representative .....John Blair
Membership .....NAB
President.....R. M. Fitkin
Station Manager.....Webley Edwards
Commercial Manager.....L. Roy Turner
Program Director.....Alexa Cogswell
Chief Announcer.....Kenneth McCoy
Chief Engineer.....Ira G. Mercer

KPOA

HONOLULU—EST. 1946

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business-Studio Address....1330 Beratania St., P. O. Box 3499
Phone Number 95281
Transmitter Location....Kapolani & Date Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Ed. Petry
Membership .....NAB
President, General-Station Mgr...John Keating
Commercial Manager.....Richard Downie
Sales Promotion Manager.....R. J. McCollum
Program-Publicity Director.....Don Klein
Production Manager.....Hal Lewis
Chief Announcer.....Larry Grant
Musical Director.....Wm. Silva
Chief Engineer.....Robt. Bird

KULA

HONOLULU—EST. 1947

ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Frontier Bcstg. Co., Ltd.
Business Address.....P. O. Box 1479
Phone Number 90926
Studio Address.....1585 Kapiolani Blvd.
Transmitter Location.....4617 Kalanianaole Highway
Air Time.....5 a.m.-12 M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NAB
President, Board of Directors....Harold T. Kay
General-Station Manager..Frank V. Webb, Jr.
Program Director.....Robert F. Shield
Musical Librarian.....Patricia Rivas

KTOH

LIHUE, KAUAI—EST. 1940

MBS—DON LEE—ALOHA BCSTG. SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Garden Island Publishing Co.
Business-Studio Address.....Box 1748
Phone Number.....261, 361
Transmitter Location.....1 mi. N.E. of Lihue, Kauai
Air Time.....16¼ hrs. daily
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....John Blair
Membership .....NAB
General Manager.....Charles J. Fern
Commercial Manager.....Dwight Mossman
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

KMVI

WAILUKU—EST. 1947

MBS—ALOHA NETWORK

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By....Maui Publishing Co., Ltd.
Business Address.....P. O. Box 374
Phone Number 996
Transmitter-Studio Location..Waahumanu Ave.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service...Standard, MacGregor, Lang-Worth, Cole
Representative .....John Blair
Membership .....NAB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Commercial Manager.....Charles C. Young
Program Director.....Richard E. Mawson
Chief Announcer.....Martin Sebastian
Musical Director.....Robert Cooke
Chief Engineer.....Robert Jones

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

5000 Watts — Full Time — 860 Kc

DIRECTIONAL ANTENNA

N.B.C. AFFILIATE

WNEL

JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788

Puerto Rico

WCMN

ARECIBO—EST. 1947

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....Caribbean Bcstg. Co.
Business Address.....Box 755
Phone Number 589
Pres.-Gen.-Comm. Mgr.....Byron Mitchell Jr.
Program Director.....Grimaldi Grau
Chief Engineer.....Jose Soler

WKVM

ARECIBO—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial Bcstg. Co.

WRIA

CAGUAS—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Inter-American Radio
Business Address....Aguilera & Corchado Sts.
Phone Number 678
Pres.-Gen. Mgr.....Eduardo Biascoechea
Commercial Manager.....Jorge L. Arzuaga
Prom. Mgr.-Prog. Dir.....Fermin F. Bonnin
Chief Engineer.....Eduardo Biascoechea

WMDD

FAJARDO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Madrazo & Diaz Atiles
Business Address....Bunoz Rivera esq. Barcelo
Phone Number 132
Transcription Service .....SESAC
Owners.....Madrazo Atiles, Diaz Atiles
Gen.-Comm. Mgr.....Agustin R. Camunas
Program Director.....Ruben Diaz Atiles
Chief Engineer.....George Schellhas

WECW

MAYAGUEZ—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Electronics Corp. of P.R.
Business Address.....P. O. Box 791
Phone Number 990
Studio Address.....Post & Palmer Sts.
Transmitter Location.....Guanajibo Rd.
Air Time.....6:30 a.m.-10:30 p.m.
Membership.....P. R. Assn. of Broadcasters
President, General Mgr.....Santiago E. Caino
Program Director.....Osvaldo Domenech
Chief Announcer.....Anibal Irizarry
Musical Director.....Harold Rivera
Chief Engineer.....Jesús M. Avilés

WKJB

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Jose' Bechara Jr.
Business Address.....Box 1293
Phone Number 983
Studio Address.....Minerva St. No. 8
Transmitter Location.....Guanajibo Ave.
Air Time.....16¼ hrs. daily
Pres.-Gen. Mgr.....Jose' Bechara Jr.
Sta.-Comm.-Sales Prom Mgr...Rafael Izquierdo
Prog.-Musical Director.....Arturo Cortes
Production Manager.....Dieguita Rivera
Publ. Dir. Chief Announcer....Gilbert Mamary
Chief Engineer.....Henry Fishbach

WORA

MAYAGUEZ—EST. 1944

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Americas Corp.
Business Address.....Box 43
Phone Number 1150
News Service .....AP
President.....Maj. Alfred R. de Arellano Jr.
General Manager.....David Brown
Commercial Manager.....Plinio Gonzalez
Promotion Manager.....Reinaldo M. Dupont
Program Director.....Juan Llibre
Chief Engineer.....Rafael Perez

WPBP

MAYAGUEZ—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paradise Bcstg. Co.
Phone Number 24
Partners.....Jose M. Sepulveda, Jose M. Rodriguez Quinones

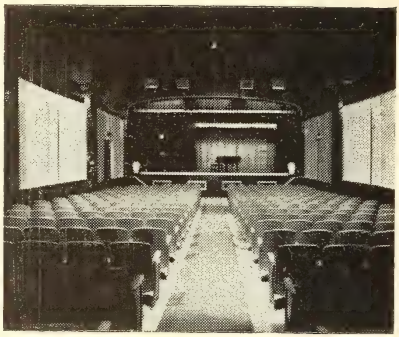
WPRA

MAYAGUEZ—EST. 1937

BBC

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By....Porto Rico Adv. Co.
Business Address.....P. O. Box 869
Phone Number 269, 869
Studio Address.....Rio Street corner of Mackinley St.
Transmitter Location.....Barrio Sabanetas
Air Time.....16½ hrs. daily
Representative.....Cox & Tanz
Membership .....NAB
President, General Manager..Andres Camara
Station Manager.....Luis E. Freyre
Commercial Manager....Virginia Di Cristina
Program Director.....Esteban Rosado Baez
Production Manager.....Natividad Lopez
Chief Engineer.....Luis E. Freyre

2,000,000 AMERICAN CITIZENS IN PUERTO RICO



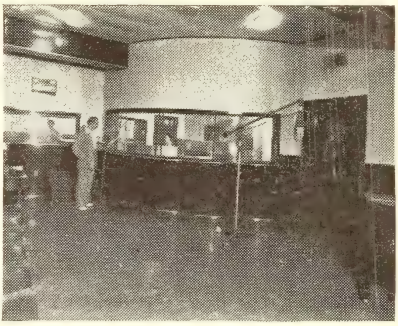
THEIR YEARLY PURCHASES FROM THE UNITED STATES AMOUNT TO THE IMPRESSIVE FIGURES OF $225,000,000. AND MORE IMPRESSIVE IS THE FACT THAT THEIR PREFERRED DIAL IS WIAC.

HERE INDEED IS A MARKET THAT SHOULD NOT BE OVERLOOKED. WIAC OFFERS YOU FULL COVERAGE OF PUERTO RICO, THE VIRGIN ISLANDS AS WELL AS PARTIAL COVERAGE OF ALL THE WEST INDIES.

WIAC

5000 WATTS **580 K C**

WRITE FOR FURTHER DETAILS
RADIO STATION WIAC, INC.
P. O. Box 4504
SAN JUAN, PUERTO RICO



WAPA is Puerto Rico's first 10,000 watt station.

Puerto Rico is the $200,000,000 market in the Caribbean where the Americas meet.

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,000 watts

WAPA

FIRST in POWER—PROGRAMS—PERFORMANCE

Represented by

PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

WAPA reaches all Puerto Rico and beyond to the shores of South and Central America.

Puerto Rico has more radios per 1,000 people than any country in the Caribbean.

RADIO STATION WIBS

VOICE OF THE TROPICS

SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR —— PRODUCER —— ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942
Musical America—WNEL—1943 and 1944
International Highlights—WNEL—1943 and 1944

Melody Time—WIAC—1944
Associated Press News—WIAC—1944 and 1945
Musical America—WIAC—1945 and 1946

Preludio—WIAC—1946
Starlight—WIAC—1947
Unity Viewpoint—WAPA—1947
Sunset—WIBS—1947

WARNER AULL, announcer in English, Spanish and Portuguese.
Warner Aull has appeared as guest announcer on WKAQ

P. O. Box 4528

SAN JUAN, PUERTO RICO

WPAB

PONCE—EST. 1939

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Portorican American
Business-Studio Address.....17, León St.
Phone Number.....783, 1177
Air Time .....Unlimited
News Service .....AP
Membership .....NAB
Treasurer-Manager.....A. Giménez Aguayo
Commercial Manager.....Antonio Miró
Chief Engineer.....Fernando Zapater, Jr.

WPRP

PONCE—EST. 1936

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Puerto Rico, Inc.

WAPA

SAN JUAN—EST. 1947

MBS—ABC

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Operated By....José Ramón Quiñones
Business Address.....Box 4563
Phone Number.....2-1448; 2-4271
Studio Address.....357 Ponce de León Ave.
Transmitter Location.....Guaynabo, P. R.
Air Time..... 6 a.m.-11 p.m.
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
President.....José Ramón Quiñones
General-Commercial Mgr....Harwood Hull, Jr.
Program Director.....Santiago García
Musical Director.....Alicia Moreda
Chief Engineer.....José A. Fernández
Farm Editor.....Guillermo Atiles

(See Page 701)

WIAC

SAN JUAN—EST. 1947

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WIAC, Inc.
Business Address.....Box 4504
Phone Number 2-0014
Studio Address.....Ponce de León 654
Transmitter Location.....Isla Verde Road
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....Mrs. Enrique Abarca
General-Station Manager.....Tomás Muñiz
Commercial Manager.....Enrique Abarca
Program Director.....Rafael H. Benitez
Production Manager.....Edwin Figueroa
Musical Director.....Mrs. E. Babin
Chief Engineer.....Alfonso Sánchez

(See Page 700)

WITA

SAN JUAN—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Electronic Eenterprises
Business Address....Box 3726, Santuroe P. R.
Transcription Service .....SESAC
President.....V. H. Meador
General Manager.....Antonio Alfonso
Chief Engineer.....George Mayer

WNEL

SAN JUAN—EST. 1935

NBC

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Operated By.....Juan Piza
Business Address.....258 Brau St.
Phone Numbers.....2-1300, 2-1309
Transmitter Location.....Green Island
Air Time.....6 a.m.-12 M.
Membership .....NAB
Owner .....Juan Piza
General Mgr.....Eli B. Canel
Commercial Mgr.....Rodulfo Blanco
Adv. & Sales Promotion Mgr...Camilo Fraticelli
Chief Engineer.....Robert Marye

(See Page 698)

WKAQ

SAN JUAN—EST. 1922

CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Corp. of P. R.
Business Address.....WKAQ Bldg.
Phone Number 2-2021
News Service .....AP
Transcription Service .....Associated
Representative .....Clark-Wandless
Membership .....NAB
General-Station Manager.....A. P. del Valle
Commercial Manager.....J. C. Irizarry
Chief Engineer.....Paul A. Girard

WIBS

SANTURCE—EST. 1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....Jose E. del Valle
Business Address.....52 Wilson St.
Transmitter Location.....Sabana Seca
Air Time..... 6 a.m.-11 p.m.
Owner.....Jose E. del Valle
General Mgr.....Adolfo Garcia Veve
Office Mgr..... Josefina Llobet
Program Dir.....Herdy Yumar
Musical Dir.....Luis Benjamin
Chief Engineer.....Rafael Jose Acosta

CBC NETWORKS COVER *Canada*

Serving...

ALL REGIONS FROM ATLANTIC TO PACIFIC

- extensive national coverage
- ON THREE NETWORKS
- intensive regional coverage
- IN TWO LANGUAGES

Yours through the facilities of the CBC whose networks bring to Canadian homes a variety of daily radio entertainment unsurpassed anywhere. MUSIC . . . DRAMA . . . NEWS . . . SPORTS all the best from the national and international fields assure a sponsor on a CBC network of a large, interested and responsive audience.

CBC DOMINION NETWORK

30 basic and 14 supplementary stations. Intensive coverage of all major markets in all regions.

CBC RADIO CANADA

CBC TRANS-CANADA NETWORK

24 basic and 9 supplementary stations. Comprehensive coverage coast to coast.

CBC FRENCH NETWORK

13 stations. Thorough coverage of Quebec and contiguous French speaking areas. Available in conjunction with either Trans-Canada or Dominion network.

COMMERCIAL DIVISION

CANADIAN BROADCASTING CORPORATION

354 JARVIS ST., TORONTO, ONT. 1231 ST. CATHERINE ST. W., MONTREAL, P.Q.

CANADA

Stations

•

Alphabetical Index
By Call Letters

•

Networks

•

CANADIAN
Broadcasting Corporation

OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.
National Program Office—354 Jarvis St., Toronto 5, Ont.
Engineering Division—Keefer Bldg., 1440 St. Catherine St., W., Montreal, Que.
1231 St. Catherine St., W., Montreal, Que.
1236 Crescent St., Montreal, Que.

EXECUTIVES and STAFF

•

Board of Governors

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Dean Adrien Pouliot, Laval University, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
John J. Bowlen, Calgary, Alta.
(H. M. Palmer, secretary, 140 Wellington St., Ottawa, Ont.)
(one vacancy)

Head Office

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, General Manager (also Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)
Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel and Administrative Services
G. W. Richardson, Assistant Director of Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
Marcel Carter, Supervisor of Administrative Services
A. E. Tetu, Chief of Records
V. F. Segee, Editor, "RADIO" (CBC Staff Magazine) (354 Jarvis Street, Toronto 5, Ont.)
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
H. M. Palmer, Executive Assistant and Secretary to Board of Governors

Commercial Division

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager
W. E. Powell, Assistant Commercial Manager
W. R. Johnston, Supervisor of Acceptance and Production
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

National Program Office

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Programs
Harry J. Boyle, Program Director Trans-Canada Network
H. G. Walker, Manager, Dominion Network
Andrew Allan, Supervisor of Drama
W. H. Brodie, Supervisor of Broadcast Language
D. Claringbull, Manager, Personnel and Administrative Services
W. J. Dunlop, Special Assistant, Religious and Institutional Broadcasts
Mary Grannan, Children's Broadcasts
H. E. S. Hamilton, Technical Liaison Officer (Engineering Division)
H. Hilliard, Supervising Engineer (Toronto Area)
E. W. Jackson, Traffic Manager
J. M. Kannawin, Supervisor of Presentation
R. S. Lambert, Supervisor of School Broadcasts
Elizabeth D. Long, Women's Interests
J. N. Mogridge, Supervisor of Program Clearance
D. C. McArthur, Chief News Editor
Neil M. Morrison, Supervisor of Talks and Public Affairs
Fergus Mutrie, Supervisor of Farm Broadcasts
H. Z. Palmer, Program Administrative Officer
A. E. Powley, News Features Editor
J. Frank Willis, Supervisor of Feature Broadcasts

STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Call Letters	City	See Page
CBA	Sackville, N. B.	714
CBF	Montreal, Que.	725
CBH	Halifax, N. S.	715
CBJ	Chicoutimi, Que.	725
CBK	Watrous, Sask.	730
CBL	Toronto, Ont.	721
CBM	Montreal, Que.	725
CBO	Ottawa, Ont.	719
CBR	Vancouver, B. C.	711
CBV	Quebec City, Que.	727
CFAB	Windsor, N. S.	716
CFAC	Calgary, Alta.	708
CFAR	Flin Flon, Man.	712
CFBC	Saint John, N. B.	714
CFCF	Montreal, Que.	726
CFCH	North Bay, Ont.	719
CFCN	Calgary, Alta.	708
CFCO	Chatham, Ont.	717
CFCY	Charlottetown, P. E. I.	724
CFGP	Grande Prairie, Atla.	708
CFJC	Kamloops, B. C.	709
CFJM	Brockville, Ont.	716
CFJP	Riviere-Du-Loup, Que.	727
CFNB	Fredericton, N. B.	713
CFOR	Orilla, Ont.	719
CFOS	Owen Sound, Ont.	720
CFPA	Port Arthur, Ont.	720
CFPL	London, Ont.	718
CFPR	Prince Rupert, B. C.	710
CFQC	Saskatoon, Sask.	730
CFRA	Ottawa, Ont.	719
CFRB	Toronto, Ont.	723
CFRN	Edmonton, Alta.	708
CHAB	Moose Jaw, Sask.	729
CHAD	Amos, Que.	724
CHAT	Medicine Hat, Alta.	709
CHEF	Granby, Que.	725
CHEX	Petersborough, Ont.	720
CHGS	Summerside, P. E. I.	724
CHLN	Three Rivers, Que.	728
CHLP	Montreal, Que.	726
CHLT	Sherbrooke, Que.	728
CHML	Hamilton, Ont.	717
CHNC	New Carlisle, Que.	727
CHNO	Sudbury, Ont.	721
CHNS	Halifax, N. S.	715
CHOK	Sarnia, Ont.	721
CHOV	Pembroke, Ont.	720
CHRC	Quebec, Que.	727
CHSJ	Saint John, N. B.	714
CHUM	Toronto, Ont.	723
CHVC	Niagara Falls, Ont.	719
CHWK	Chilliwack, B. C.	709
CJAD	Montreal, Que.	726
CJAT	Trail, B. C.	711
CJAV	Port Alberni, B. C.	710
CJBC	Toronto, Ont.	723
CJBQ	Belleville, Ont.	716
CJBR	Rimouski, Que.	727
CJCA	Edmonton, Alta.	708
CJCB	Sydney, N. S.	715
CJCH	Halifax, N. S.	715
CJCJ	Calgary, Alta.	708
CJCS	Stratford, Ont.	721
CJDC	Dawson Creek, B. C.	709
CJEM	Edmundston, N. B.	713
CJFX	Antigonish, N. S.	715
CJGX	Yorktown, Sask.	730
CJIB	Vernon, B. C.	711
CJIC	Sault Ste. Marie, Ont.	721
CJKL	Kirkland Lake, Ont.	718
CJLS	Yarmouth, N. S.	716
CJNB	North Battleford, Sask.	729
CJOB	Winnipeg, Man.	712
CJOC	Lethbridge, Alta.	709
CJOR	Vancouver, B. C.	711
CJRL	Kenora, Ont.	718
CJSO	Sorel, Que.	728
CJVI	Victoria, B. C.	711
CKAC	Montreal, Que.	726
CKBI	Prince Albert, Sask.	729
CKBW	Bridgewater, N. S.	715
CKCH	Hull, Que.	725
CKCK	Regina, Sask.	729
CKCL	Truro, N. S.	716
CKCO	Ottawa, Ont.	719
CKCR	Kitchener, Ont.	718
CKCV	Quebec, Que.	727
CKDO	Oshawa, Ont.	719
CKCW	Moncton, N. B.	714
CKEY	Toronto, Ont.	723
CKFI	Fort Frances, Ont.	717
CKGB	Timmins, Ont.	721
CKLN	Nelson, B. C.	710
CKLW	Windsor, Ont.	723
CKMO	Vancouver, B. C.	711
CKNB	Campbelton, N. B.	713
CKNW	New Westminster, B. C.	710
CKNX	Wingham, Ont.	723
CKOC	Hamilton, Ont.	717
CKOV	Kelowna, B. C.	709
CKOX	Woodstock, Ont.	724
CKPC	Brantford, Ont.	716
CKPG	Prince George, B. C.	710
CKPR	Fort William, Ont.	717
CKRC	Winnipeg, Man.	713
CKRM	Regina, Sask.	730
CKRN	Rouyn, Que.	728
CKRS	Jonquiere, Que.	725
CKSB	St. Boniface, Man.	712
CKSF	Cornwall, Ont.	717
CKSO	Sudbury, Ont.	721
CKTB	St. Catharines, Ont.	720
CKTS	Sherbrooke, Que.	728
CKVD	Val D'Or, Que.	728
CKVL	Verdun, Que.	729
CKWS	Kingston, Ont.	718
CKWX	Vancouver, B. C.	711
CKX	Brandon, Man.	712
CKY	Winnipeg, Man.	713

ALBERTA

CFAC

CALGARY—EST. 1922

CBC TRANS-CANADA-FOOTHILLS NETWORK
Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Calgary Bcstg. Co.
Business-Studio Address..1000 Southam Bldg.
Phone Number R-1036
Transmitter Location.....Midnapore, Alta
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service.....Press News; BUP
Transcription Service.....Thesaurus, World, Associated
Representative.....All-Canada; Weed
Membership .....CAB-BBM
President.....H. R. Carson
Station Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Production Manager.....P. Freeman
Publicity Director.....W. Sutton
Chief Announcer.....A. Barker
Chief Engineer.....E. C. Connor

CFCN

CALGARY—EST. 1922

CBC—DOMINION NETWORK
Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Operated By..The Voice of the Prairie, Ltd.
Business-Studio Address.....Toronto General Trusts Bldg.
Phone Number M1161
Transmitter Location.....9 mi. S. of Calgary
Air Time.....6:30 a.m.-12 M.
News Service.....Press News-BUP
Transcription Service..Standard, Lang-Worth, UTS
Representative..Radio Representatives, Adam J. Young, Jr.
Membership .....CAB, BBM
President, General Manager.....H. G. Love
Commercial Manager.....E. H. McGuire
Program Director.....Jas. A. Love
Publicity Director.....G. L. Carter
Chief Announcer.....E. A. Q. Bown
Chief Engineer.....Robt. Lamb
Farm Editor.....Lorne Stout

CJCJ

CALGARY—EST. 1927

CBC—ALBERTA
Frequency: 1140 Kc.....Power: 100 Watts
Owned-Operated By.....The Albertan Publishing Co.
Address .....Victory Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Heights
Air Time.....18 hours daily
Representative .....Alexander McGillvra
Transcription Service .....SESAC
News Service .....BUP
Membership ..... CAB
President.....G. M. Bell
Manager.....D. H. MacKay
Commercial Manager.....Fred C. Colborne
Prod.-Prom. Mgr.....N. R. Pringle
Chief Engineer.....Des Readwin

CFRN

EDMONTON—EST. 1934

CBC—DOMINION NETWORK
Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By....Sunwapta Bcstg. Co.
Business-Studio Address.....109 CPR Bldg.
Phone Number 22101
Transmitter Location..Jasper Highway—6 mi. W. of Edmonton
Air Time.....6:30 a.m.-12 M.
News Service .....BUP
Transcription Service...Lang-Worth, Standard, Cole, UTS
Representative .....Radio Representatives
Membership .....CAB
President, General-Station Mgr...G. R. A. Rice
Assistant Mgr.....A. J. Hopps
Commercial Manager.....C. R. Holmes
Program Director.....G. A. Duffield
Publicity Director.....T. A. Graham
Musical Director.....J. Forbes
Chief Engineer.....F. G. A. Makepeace

CJCA

EDMONTON—EST. 1922

TRANS-CANADA NETWORK—CBC
Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By..Taylor & Pearson Bcstg. Co.
Business-Studio Address.....Birks Bldg.
Phone Number 26131
Transmitter Location .....Ellerslie
Air Time.....6:15 a.m.-12 M.
News Service .....CP
Transcription Service.....World, Thesaurus, Standard
Representative .....All-Canada, Weed
Manager.....G. S. Henry
Assistant Manager.....R. L. Barnes
Commercial Manager.....A. H. Nicholl
Sales Promotion Manager.....T. A. Shandro
Production Manager.....Dalt Elton
Chief Engineer.....Frank Hollingworth

CFGP

GRANDE PRAIRIE—EST. 1937

CBC—TRANS-CANADA—FOOTHILLS NET.
Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Operated By...Taylor, Pearson & Carson, Ltd.

Business-Studio Address....Richmond Ave. & 99th St.
Phone Number.....Private Exchange No. 109
Transmitter Location.....Clairmont Highway
Air Time.....6:55 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Thesaurus, Cole
Representative .....All-Canada, Weed
Membership .....CAB, WAB
President .....J. Thomson
General-Station Mgr.....Arthur J. Balfour
Commercial-Sales Promotion Manager .....John Soars
Program Director.....Gordon Cockburn
Production Manager.....Frank Thompson
Publicity Director.....Kay Anderson
Chief Announcer.....John Wilson
Musical Director.....Gordon Pearcy
Chief Engineer.....R. H. Williams

CJOC

LETHBRIDGE—EST. 1926

TRANS-CANADA

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Operated By....Lethbridge Bcstg, Ltd.
Address.....Marquis Hotel Bldg.
Phone Number 3161
Transmitter Location.....Broxburn, Alberta
Air Time.....18 hours daily
News Service .....PN
Transcription Service.....NBC, Thesaurus, Lang-Worth
Representative .....Weed, All-Canada
General Manager.....William Guild
Commercial Manager.....Cameron A. Perry
Prog. Manager.....George A. Brown
Promotion Director.....Norman V. Fisher
Chief Engineer.....Robert E. Reagh

CHAT

MEDICINE HAT—EST. 1946

DOMINION SUPPLEMENTARY

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By..Monarch Bcstg. Co., Ltd.
Business-Studio Address.....520 First St.
Phone Number 2821-2-3
Transmitter Location.....Roytal, Alberta
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. H. Yuill
Station-Commercial Mgr.....R. J. Buss
Program Director.....Bart Brown
Publicity Director.....Bette Kreller
Chief Engineer.....J. M. Ellis

—BRITISH COLUMBIA—

CHWK

CHILLIWACK—EST. 1927

CBC—DOMINION NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Fraser Valley Bcstrs. Ltd.
Business-Studio Address....50 Yale Rd. East
Phone Number 7511-21
Transmitter Location.....Prest Rd.
Air Time.....7 a.m.-10:30 p.m.
Transcription Service.....UTS, Cole
Representative .....All-Canada, Weed
President.....C. Casey Wells
General Manager.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Production Manager.....J. M. Maclachlan
Chief Engineer.....Jack Pilling

CJDC

DAWSON CREEK—EST. 1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....Wilma Moore
Business Address.....Dawson Creek
Station Manager.....Gordon H. Cummings

CFJC

KAMLOOPS—EST. 1926

TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Sentinel Publ., Ltd.
Operated By.....Radio Station CFJC
Address.....310 St. Paul St.
Phone Number 1021
Transmitter Location.....North Kamloops
Air Time.....16 hours daily
Representative....All-Canada Radio Facilities, Ltd.; Weed & Co.
News Service .....PN
Membership .....CAB, BBM
General Manager.....Ian G. Clark
Director .....Walter Harwood
Commercial Manager.....R. J. Innes

CKOV

KELOWNA—EST. 1931

CBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By....Okanagan Bcstrs. Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number 200-496

Transmitter Location..Okanagan Mission, B. C.
Air Time.....16 hrs. daily
News Service.....Press News
Transcription Service.....World, Thesaurus, Lang-Worth, SESAC
Representative .....All-Canada, Weed
Membership .....CAB
Managing-Director.....J. W. B. Browne
Station Manager.....J. Reg. Beattie
Program Director.....J. D. Bews
News Editor, Publicity Director.....E. S. Frost
Chief Engineer.....J. Fred Weber

CKLN

NELSON—EST. 1939

CBC—TRANS-CANADA

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....News Publishing Co.
Business Address.....Box 250
Phone Number 19
Transmitter-Studio Location.....Radio Ave.
Air Time.....16 hrs. daily
News Service .....PN
Transcription Service .....World
Representative.....Horace N. Stovin, John E. Baldwin, Adam J. Young, Freemantle Radio
Membership .....NAB
General Manager.....Joan Orr
Sales Promotion Manager.....H. LeMoygne
Program Director.....J. Orr
Production Manager.....S. Petersen
Chief Announcer, Musical Director .....Telford Oliver
Chief Engineer.....Tom Walsh
Sports Announcer.....Tom Mableson

CKNW

NEW WESTMINSTER—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....International Bcstg. Co., Ltd.
Operated By.....Wm. Rea, Jr.
Business-Studio Address....732 Columbia St., Windsor Hotel
Phone Number 3000
Transmitter Location.....Lulu Island, B. C.
Air Time.....24 hrs. daily
News Service.....AP, INS
Transcription Service.....Associated, World, Cole, Keystone
Representative..Radio Representatives, Forjoe
Membership .....BMB
President, General-Station Manager, Program Director.....Wm. Rea, Jr.
Commercial Manager.....D. M. Armstrong
Sales Promotion Manager.....Doug. Bruce
Production Manager.....G. M. Reid
Publicity Director.....Sheila Hassell
Chief Announcer.....Bill Duncan
Musical Director.....Phil Baldwin
Chief Engineer.....Bill Collins

CJAV

PORT ALBERNI—EST. 1946

Chief Engineer.....G. Henderson
Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV Ltd.
Address.....3rd Ave. N. 2 Redford Rd.
Air Time.....7:30 a.m.-10:30 p.m.
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Radio Representatives
Membership ..... CAB
President.....Margaret Rea
General Manager.....Charles J. Rudd
Program Director.....Ken E. Hutchinson
Commercial Manager.....Charles Patrick
Chief Engineer.....Hugh Holloway

CALL LETTERS TO BE ASSIGNED
POWELL RIVER

Frequency: 1490 Kc.....Power: 520 Watts
Owned-Operated By.....Al Harvey Alagard
Business Address.....Powell River
Owner-Gen. Mgr.....Al Harvey Alagard

CKPG

PRINCE GEORGE—EST. 1945

CBC—TRANS-CANADA

Frequency: 550 Kc.....Power: 250 Watts
Owned-Operated By..Radio Station CKPG Ltd.
Business-Studio Address.....Ritz-Kiefer Hall
Phone Number 140
Transmitter Location..South Fort George, B. C.
Air Time.....Unlimited
Transcription Service .....UTS
Representative .....All-Canada, Weed
Membership .....CAB
President.....Frank H. Elphicke
Station Manager.....Cecil G. Elphicke
Commercial Manager.....Jack E. Carbutt
Sales Promotion Manager.....John V. Boates
Chief Announcer.....Art G. Hall
Chief Engineer.....Ray J. Tate

CFPR

PRINCE RUPERT—EST. 1938

CBC TRANS-CANADA—CBC PACIFIC

Frequency: 1240 Kc.....Power: 50,000 Watts
Owned By..Northwest Broadcast & Service Co.
Operated By.....Canadian Bcstg. Corp.
Business-Studio Address.....336 Second Ave.
Phone Number 863
Transmitter Location.....Prince Rupert, B. C.
Air Time.....13½ hrs. daily
News Service .....CBC
President (CBC).....Dr. Augustin Frigon
General-Station Manager....C. H. Insulander
Program Director.....Lloyd Morris

CJAT

TRAIL—EST. 1932

CBC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Operated By....Kootenay Bcstg. Co.
Business-Studio Address.....815 Victoria St.
Phone Number 737, 1243
Transmitter Location.....Warfield, B. C.
Air Time .....Unlimited
News Service.....Press News
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
President.....E. W. Hazlewood
Station Manager.....Eric C. Aylen
Commercial Manager.....Norman A. Harrod
Program Director.....Joseph P. Kobluk
Chief Announcer, Musical Dir.....Peter Barker
Chief Engineer.....Gordon L. Fairweather

CBR

VANCOUVER—EST. 1925

CBC TRANS-CANADA—CBC PACIFIC

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....701 Hornby St.
Phone Number.....MArine 6121
Transmitter Location.....Lulu Island, B. C.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
Regional Representative.....Kenneth Caple
Commercial Manager (CBC).....E. A. Weir
Program Director.....Kenneth P. Caple
Publicity Director.....Patrick C. Keatley
Chief Engineer.....A. B. Ellis
Farm Editor.....T. A. L. Leach

CJOR

VANCOUVER—EST. 1926

CBC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island, B. C.
Air Time.....Unlimited
News Service.....PN, BUP
Transcription Service..Thesaurus, UTS, SESAC
Representative...H. N. Stovin, Adam J. Young
Membership .....CAB
President, General-Station Manager.....George C. Chandler
Commercial Manager.....Don Laws
Sales Promotion Manager.....Jim Wills
Program Director.....Ross Mortimer
Production Manager.....Dick Diespecker
Musical Director.....Wallie Peters
Chief Engineer.....A. H. Chandler

CKMO

VANCOUVER—EST. 1922

Frequency: 1400 Kc.....Power: 1000 Watts
Owned-Operated By.....British Columbia Broadcasting System, Ltd.
Address .....812 Robson St.
Phone Number.....MArine 1271-2
News Service.....British United Press, PN
Representative.....Nat'l Bcstg. Sales
Transcription Service....Standard, Associated
Membership ..... CAB
President.....Mrs. R. J. Sprott
Manager.....R. T. Bowman
Promotion Manager.....Phil J. Baldwin
Chief Engineer.....R. Whiteside

CKWX

VANCOUVER—EST. 1923

MBS—DON LEE

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By..Western Bcstg. Co. Ltd.
Business-Studio Address.....543 Seymour St.
Phone Number.....MArine 3344
News Service.....PN, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President .....Arthur Holstead
Manager, Station Mgr.....Frank H. Elphicke
Sales Manager.....Jack Sayers
Promotion Manager.....Don McKim
Chief Engineer.....Jack Gordon

CJIB

VERNON—EST. 1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstg. Ltd.
Business Address.....Bagnall Block
News Service.....PN
Phone Number 834
Representative ..... Stovin
General Manager.....John Ferguson
Production Manager.....Don McGibbon

CJVI

VICTORIA—EST. 1941

DOMINION

Frequency: 900 Kc.....Power: 1000 Watts d., 250 Watts n.
Owned-Operated By....Island Bcstg. Co., Ltd.
Phone Number....Garden 2014, Beacon 1911
News Service .....PN
Transcription Service.....NBC, World, Cole
Representative .....Weed, All-Canada
President.....H. R. Carson
General Manager.....M. V. Chesnut
Commercial Manager.....L. Hallberg
Program Director.....R. T. Batey
Promotion Manager.....A. H. Worthington
Chief Engineer.....J. Sommers

MANITOBA

CKX

BRANDON—EST. 1923

DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Manitoba Tel. Sys.
Address.....8th Street & Princess Ave.
Phone Number 4532
Air Time.....7:30 a.m.-11:30 p.m.
Transcription Service.....Thesaurus, World, Lang-Worth
Representative .....Stovin, Young
News Service .....BUP
General Manager.....W. F. Seller
Commercial Manager.....W. T. Grigg
Chief Engineer.....Claude Snider

CFAR

FLIN FLON—EST. 1937

TRANS-CANADA

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By...Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number 590
Air Time.....Shares Time
News Service .....BUP
Transcription Service .....Associated
Representative.....H. N. Stovin (Canada); Adam J. Young (U.S.A.)
President.....J. G. Mundie
Manager.....G. B. Quinney
Chief Engineer.....Gordon Woodward

CKSB

ST. BONIFACE—EST. 1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By..Radio St. Boniface, Ltd.
Address.....607 College St.
Phone Number 204, 865-6
Air Time.....16 hours daily
News Service .....BUP
Transcription Service.....Associated
Membership .....CAB
Representative.....C. W. Wright, Young
President.....Dr. Henri Guyot
Vice President.....R. Couture
Gen.-Comm. Mgr.....Louis E. Leprohon
Prog. Dir.-Prom. Mgr.....Rene Dussault
Chief Engineer.....D. R. Thomson

CJOB

WINNIPEG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Blick Bcstg. Ltd.

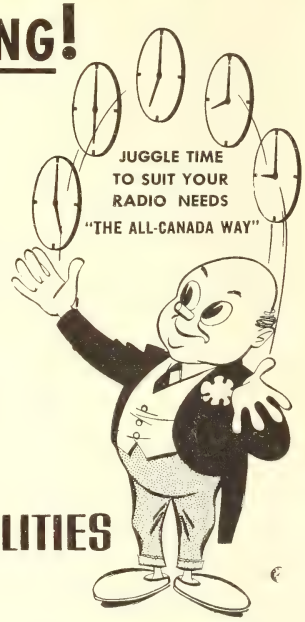
YOU CONTROL TIME AND AUDIENCE WITH SPOT-BROADCASTING!

'SPOT-BROADCASTING' means simply putting on your radio show at *desirable times* over individual stations.

It is the opposite to buying stations 'holus-bolus' (either regionally or nationally), without regard for different time zones or listening habits.

When you *spot-broadcast*, you are really building your *own* network . . . tailor-made to suit your time, coverage and budget needs. You select the stations that cover *your markets*, choosing from twenty-nine All-Canada stations across the country. You select the peak *local times* you want for best effect, unhampered by time-zone troubles.

Whatever the nature of your radio problem: timing, coverage, budget or all of these—ask the ALL-CANADA man to help you with spot-broadcasting!



ALL-CANADA RADIO FACILITIES *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

Operated By.....Radio Station CJOB
Business-Studio Address.....Lindsay Bldg.
Phone Number.....96, 374
Transmitter Location.....St. Boniface, Man.
Air Time.....24 hrs. daily
News Service.....CP, BUP
Transcription Service.....World, Associated, Standard, Exclusive
Representative..A. J. Messner, Broadcast Representatives Ltd.
Membership .....BMI
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Program Director .....C. E. Farey
Chief Announcer.....Geo. Davies
Chief Engineer.....R. V. Durie

CKRC

WINNIPEG—EST. 1934

CBC—DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Transcanada Communications Ltd.
Business-Studio Address....300 Carlton St., Free Press Bldg.
Phone Number 92266
Transmitter Location.....St. Vital
Air Time .....Unlimited
News Service.....BUP, CP
Transcription Service..Lang-Worth, Standard, World
Representative .....Weed; All-Canada
Membership .....CAB, BBM
President .....V. Sifton
Station Manager.....G. Gaetz
Commercial Manager.....V. Staples
Sales Promotion Manager, Publicity Director .....Kay Parkin
Program Director, Production Manager.....J. M. Hill
Chief Announcer.....J. Thompson
Musical Director.....H. Brittain
Chief Engineer.....A. W. Hooper

CKY

WINNIPEG—EST. 1923

CBC—TRANS-CANADA

Frequency: 990 Kc.....Power: 15,000 Watts
Owned-Operated By.....Manitoba Telephone System
Business-Studio Address.....Telephone Bldg.
Phone Number 92191
Transmitter Location..St. Francois Xavier, Man.
Air Time.....7 a.m.-12 M.
News Service.....BUP, CP
Transcription Service .....Thesaurus
Representative..H. N. Stovin; Adam J. Young
Membership .....CAB
Station Manager.....W. A. Duffield
Commercial Manager.....Wilf Carpentier
Program Director.....R. H. Roberts
Production Manager.....Wilf Davidson
Publicity Director.....D. R. P. Coats
Chief Announcer.....Thom Benson
Chief Engineer.....George Henderson

NEW BRUNSWICK

CKNB

CAMPBELLTON—EST. 1939

CBC-DOMINION NET.K-MARITIME NET.

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Operated By..Restigouche Bcstg. Co.
Business Address.....P. O. Box 840
Phone Number 8
Transmitter Location.....Maple Green, N. B.
Air Time.....Unlimited
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....J. Wesley MacDonald
Managing Director.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Program Director.....Jim Woods
Chief Engineer.....L. P. Paquet

CJEM

EDMUNDSTON—EST. 1944

FRENCH NET. (SUPPLEMENTARY)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Edmundston Radio Ltd.
Business Address.....Box 812, Canada Rd.
Phone Number 296
Studio Address.....99 Canada Rd.
Transmitter Location.....Iroquois, N. B.
Air Time.....7 a.m.-11:15 p.m.
News Service .....PN
Transcription Service .....World
Representative....Horace N. Stovin, Adam J. Young, Jr.
Membership .....BBM
President.....Dr. C. P. Laporte
General Manager.....R. W. Leclair
Program Director.....Bertrand Potvin
Chief Engineer.....Cyrille Fournier

CFNB

FREDERICTON—EST. 1923

CBC TRANS-CANADA

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By..Jas. S. Neill & Sons Ltd.
Business-Studio Address.....York St.
Phone Number 1955

Transmitter Location....New Maryland, York Co., N. B.
Air Time .....Fulltime
News Service.....PN, BUP
Transcription Service....NBC, Standard, Cole
Representative .....ACRF, Weed
Membership .....CAB, BBM
President.....J. Gordon Neill
Vice Pres. Station Mgr.....D. Malcolm Neill
Program-Publicity Director....C. Austin Moore
Chief Announcer.....J. Everett Palmer
Chief Engineer.....Glenn D. Love

CKCW

MONCTON—EST. 1934

CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Operated By....Moncton Bcstg., Ltd.
Business-Studio Address..K. of P. Bldg., Corner Bonaccord & Gordon Sts.
Phone Number 9111-2-3
Transmitter Location.....Cherryfield, N. B.
Air Time.....7 a.m.-12:15 a.m.
News Service .....BUP
Transcription Service.....Lang-Worth, World, UTS
Representative ....Joseph Hershey McGillvra, Horace N. Stovin
Membership .....CAB, BBM
President-Owner, Manager.....F. A. Lynds
Commercial Manager.....Clair Chambers
Program Director.....Thomas Rafferty
Chief Engineer.....A. J. White

CBA

SACKVILLE—EST. 1939

CBC TRANS-CANADA—CBC MARITIME

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address....100 Sackville St., Halifax, N. S.
Phone Number 3-6188
Transmitter Location.....Sackville, N. B.
Air Time.....16½ hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
Regional Program Director, Station Manager, Program Director.....W. E. S. Briggs
Regional Engineer.....H. M. Smith
Farm Editor.....A. K. Morrow

CFBC

SAINT JOHN—EST. 1946

CBC DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co. Ltd.
Business-Studio Address.....4 Carelton St.
Phone Number 3-2421
Transmitter Location.....Sheldon Pt.
Air Time.....17½ hrs. daily
News Service .....BUP
Transcription Service.....Thesaurus, Cole
Representative .....Weed; All-Canada
General Manager.....Norman Botterill

CHSJ

SAINT JOHN—EST. 1934

CBC—TRANS-CANADA

Owned-Operated By....New Brunswick Bcstg. Co. Ltd.
Business-Studio Address.....14 Church St.
Phone Number 3-3304
Transmitter Location.....Coldbrook, N. B.
Air Time.....6 a.m.-12:15 a.m.
News Service .....PN
Transcription Service.....World, Lang-Worth, Associated, Standard, UTS
Representative....Horace N. Stovin; Adam J. Young, Jr.
Membership .....CAB
Station Manager.....George A. Cromwell
Program Director.....Cleve G. Stillwell
Production Manager.....Earl McCarron
Publicity Director.....Agnes M. Glennie
Chief Engineer.....J. G. Bishop
Farm Editor.....L. C. Rudolf

Keep your eye on CHSJ

Saint John Canada

Reaching a vital Market Day and Night with

5000 Watts

CHSJ

SAINT JOHN, N. B., CANADA

Also operating on Frequency Modulation 250 watts

Representatives

H. N. Stovin & Co.—Canada
Adam J. Young, Jr., Inc.—U. S. A.

NOVA SCOTIA

CJFX

ANTIGONISH—EST. 1943

DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs, Ltd.
Address.....Broadcasting Bldg.
Phone Number.....66
Transmitter Location.....New Glasgow Rd.
Air Time.....7:25 a.m.-12:15 a.m.
News Service.....PN
Transcription Service.....United, Lang-Worth
Representative..James L. Alexander (Canada); Adam J. Young, Jr., Inc. (U.S.A.)
President-General Mgr.....J. Clyde Nunn
Commercial Manager.....R. J. Ricketts
Promotion Manager.....James Burroughs
Chief Engineer.....Gordon C. MacDougall

CKBW

BRIDGEWATER—EST. 1947

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Operated By....Acadia Bcstg. Co. Ltd.
Business Address.....King St.
News Service.....PN
Transcription Service.....Associated
Representative.....All-Canada
President.....C. J. Morrow
Vice President.....W. P. Bickle
Secy.-Treas.....Charles Lamb
General Manager.....J. F. Hirtle
Chief Engineer.....J. W. Essex

CBH

HALIFAX—EST. 1944

CBC TRANS-CANADA—CBC MARITIMES

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number.....3-6188
Transmitter Location.....Sackville, N. B.
Air Time.....16½ hrs. daily
News Service.....CP, BUP, UP, Reuters
National Sales Office....CBC Commercial Div.
Membership.....BMB
President (CBC), General Manager.....Dr. Augustin Frigon
Regional Program Director, Station Manager, Program Director.....W. E. S. Briggs
Regional Engineer.....H. M. Smith
Farm Editor.....A. K. Morrow

CHNS

HALIFAX—EST. 1926

CBC—DOMINION NETWORK

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By..Maritime Bcstg. Co. Ltd.
Business-Studio Address..Broadcasting House, 10 Tobin St., P. O. Box 400
Phone Number.....3-8318
Transmitter Location....Rockingham, Halifax County, N. S.
Air Time....6:30 a.m.-11:15 p.m.; 8 a.m.-11:15 p.m., Sun.
News Service.....CP, BUP
Transcription Service..Thesaurus, Lang-Worth, World, UTS
Representative.....All-Canada
Membership.....CAB, BBM
President.....Andrew W. Robb
Managing Director.....Wm. Coates Borrett
Station Manager.....Gerald Redmond
Commercial-Sales Promotion Manager.....Harry A. L. Stephen
Program Director, Production Manager, Chief Announcer.....John Funston
Publicity Director.....Donald LeBlanc
Musical Director.....Richard L. Fry
Chief Engineer.....Arthur W. Greig

CJCH

HALIFAX—EST. 1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co. Ltd.
Business-Studio Address....Lord Nelson Hotel
Phone Number.....3-7311
Transmitter Location..St. Margaret's Bay Rd.
Air Time.....7 a.m.-12 M.; 9 a.m.-12 M., Sun.
News Service.....PN
Representative....Joseph Hershey McGillvra; Horace N. Stovin
Membership.....CAB
Chief Executive.....B. Pearson McCurdy
Station Manager.....Finlay MacDonald
Commercial Manager.....Howard E. Gerard
Program Director.....E. F. MacDonald
Production Manager.....J. Clyde Douglas
Publicity Director.....Sydney Pilkington
Chief Engineer.....A. Reginald McaWilliams

CJCB

SYDNEY—EST. 1929

CBC TRANS-CANADA

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By.....Eastern Bcstrs, Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number.....209-1145
Transmitter Location.....South Bar, Cape Breton, N. S.
Air Time.....7:40 a.m.-12 M.
News Service.....PN
Transcription Service.....Thesaurus, UTS
Representative.....All-Canada, Weed
Membership.....CAB
President, Station Manager.....N. Nathanson
Commercial Manager.....R. M. Burchell

Sales Promotion Manager, Publicity Director.....C. J. McDougall
Program-Musical Director.....T. C. Robertson
Chief Announcer.....O. W. Loeb
Chief Engineer.....A. Vernon

CKCL

TRURO—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John A. Manning
Business Address.....7 Pleasant St.
Executive.....John A. Manning

CFAB

WINDSOR—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Avard M. Bishop
Address .....Pulsifer Bldg.
Phone Number..... 496
Transmitter Location .....Falmouth
Air Time.....6:55 a.m. to 9 p.m.
News Service .....PN
Transcription Service.....United, Cole
Representative.....James L. Alexander (Canada); Adam J. Young, Jr., Inc. (U.S.A.)
Pres.-Gen.Mgr. .....Avard M. Bishop
Program Director.....Willard A. Bishop
Comm.-Prom. Mgr.....Gene Alton
Chief Engineer.....A. M. Bishop

CJLS

YARMOUTH—EST. 1934

CBC-DOMINION NET.-MARITIME REGIONAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Gateway Bcstg. Co. Ltd.
Operated By.....Laurie L. Smith
Business Address.....Drawer 440
Phone Number 500
Studio Address.....222 Main St.
Transmitter Location.....Brooklyn, Yarmouth County, N. S.
Air Time.....16½ hrs. daily
News Service .....PN
Transcription Service..UTS, Lang-Worth, All-Canada
President, General-Station-Commercial Manager.....Laurie L. Smith
Program Director, Chief Announcer .....Kenneth Dougan
Chief Engineer.....Donald L. Smith

ONTARIO

CJBQ

BELLEVILLE—EST. 1946

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co. Ltd.
Business-Studio Address.....11 Victoria Ave.
Phone Number.....Belleville 3200
Transmitter Location.....Thurlow Township, Hastings County
Air Time..7 a.m.-11 p.m.; 8:30 a.m.-11 p.m., Sun.
News Service .....PN
Transcription Service.....World, Thesaurus
Representative.....H. N. Stovin, Adam J. Young, Jr.
Membership .....CAB
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Program Director.....W. E. Arnold
Publicity Director.....D. Whelan
Chief Engineer.....J. B. Buchanan
Farm Editor.....P. Flagler

CKPC

BRANTFORD—EST. 1923

DOMINION

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Telephone City Broadcast, Ltd.
Address.....49-51 Colborne St.
Phone Number 5140-1
Air Time.....6 a.m. to 11:30 p.m.
News Service .....BUP
Transcription Service .....World, United
Representative .....J. L. Alexander
Pres.-Gen. Mgr.....Mrs. F. D. Buchanan
Program Director.....Tom Potter
Chief Engineer.....C. Anguish

CFJM

BROCKVILLE—EST. 1943

CBC—DOMINION NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co. Ltd.
Business-Studio Address.....Revere Hotel
Phone Number 4628
Transmitter Location.....P escott Highway
Air Time.....7 a.m.-11:15 p.m.
News Service .....BUP
Transcription Service.....UTS, Trans-Canada
Representative.....H. N. Stovin, Adam J. Young, Jr.
Memership .....NAB, CAB
Owner, General-Station-Commercial Manager.....Jack R. Radford
Program Director.....Fred J. Ball
Chief Engineer.....Fred J. Ball

CFCO

CHATHAM—EST. 1926

DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 275
Phone Number 2626
Studio Address.....William Pitt Hotel
Transmitter Location.....William Pitt Hotel
Air Time.....7:15 a.m. to 12:30 p.m.
News Service .....BUP
Transcription Service .....Cole
Owner-Gen. Manager .....John Beardall
Comm.-Prom. Manager .....Peter Kirkey
Program Director.....George Sulman
Chief Engineer.....Gordon Brooks

CKSF

CORNWALL—EST. 1945

CBC DOMINION (SUPPLEMENTARY)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Standard-Freeholder
Business-Studio Address.....36 Pitt St.
Phone Number 1703
Transmitter Location.....Toll Gate Rd.
Air Time.....6:45 a.m.-11:15 p.m.
News Service .....CP, PN
Transcription Service.....World, All-Canada
Representative.....Horace N. Stovin
Membership .....CAB, BBM
General Manager.....H. Duncan Wightman
Station-Commercial Mgr.....H. Harrison Flint
Sales Promotion Manager.....Burton Heward
Program Director.....E. Norman Bailey
Publicity Director.....Richard Hynes
Chief Engineer.....Mahlon Clark

CKFI

FORT FRANCES—EST. 1944

CBC DOMINION (SUPPLEMENTARY)

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Station CKFI
Business Address.....Ft. Frances, Ont., or International Falls, Minn.
Phone Number.....Ft. Frances 200
Studio Address.....Wells Bldg.
Transmitter Location.....Pither's Point Pk.
Air Time.....Unlimited
News Service .....BUP
Representative .....The Walker Co.
President.....J. G. McLaren
General Manager.....W. H. McLellan
Commercial Manager.....R. S. Mitchner
Program Director.....Fred Sear
Musical Director.....Norman Fagerdahl
Chief Engineer.....R. Martin

CKPR

FORT WILLIAM-PORT ARTHUR EST. 1931

TRANS-CANADA NETWORK—CBC

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By..Dougall Motor Car Co.
Business-Studio Address....106 South May St.
Phone Number.....S. 315
Transmitter Location.....Memorial Ave., Port Arthur, Ont.
Air Time.....7:30 a.m.-11:30 p.m.
News Service .....PN
Transcription Service.....Thesaurus, UTS
Representative....H. N. Stovin, Radio Representatives, Adam Young, All-Canada
Membership .....CAB, BBM
President.....H. F. Dougall
Station Manager.....George Jeffrey
Production Manager.....Robert Baker
Chief Engineer.....W. T. Ross

CHML

HAMILTON—EST. 1927

CBC

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By....Maple Leaf Bcstg. Co.
Business-Studio Address.....36 James St. S.
Phone Number 7-1595
Transmitter Location.....Vinemount, Ont.
Air Time..5:55 a.m.-1:10 a.m.; 7:45 a.m.-1:10 a.m., Sun.
News Service .....UP
Transcription Service...Standard, Associated, UTS
Representative.....Metropolitan; Horace N. Stovin, Adam J. Young, Jr.
President, General Manager..Kenneth D. Soble
Station Manager.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Promotion Manager, Publicity Director.....E. S. Stock
Program Director, Production Manager .....Spencer Gordon
Chief Announcer.....Paul Hanover
Musical Director.....Roy Milne
Chief Engineer.....O. R. Smith
Farm Editor.....Wallace Ford

CKOC

HAMILTON—EST. 1922

TRANS-CANADA (SUPPLEMENTARY)—CBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By..Wentworth Radio Bcstg. Co. Ltd.
Business-Studio Address..King William & John Sts.
Phone Number 7-4484
Transmitter Location.....Elfrida, Ont.

Air Time.....Unlimited
News Service .....AP, PN
Transcription Service.....Thesaurus, World, Lang-Worth
Representative.....All-Canada; Weed & Co.
Membership .....CAB, BBM
President.....Harold R. Carson
Station Manager.....W. T. Cranston
Commercial Manager....L. A. Westmoreland
Asst. Manager.....J. Lyman Potts
Production Manager, Farm Editor....R. Amos
Chief Engineer.....Leslie Horton

CJRL

KENORA—EST. 1938

DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts
Owned By.....James Richardson & Sons, Ltd.
Operated By.....Kenora Bcstg. Co., Ltd.
Address.....Brydon Block, Main St.
Phone Number..... 717
Transmitter Location.....Jaffray Township
Air Time.....7:30 a.m. to 11 p.m.
News Service .....PN
Transcription Service .....Thesaurus
Representative .....H. N. Stovin & Co.
Membership ..... CAB
Supervisor .....A. L. Garside
Commercial Manager.....G. A. McLean
Program Manager.....M. C. Cooke
Promotion Manager.....G. Walberg
Chief Engineer.....Douglas Jones

CKWS

KINGSTON—EST. 1942

TRANS CANADA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.
Address .....304 King St.
Phone Number 4405
Transmitter Location.....Wolfe Island
Air Time .....6:30 a.m. to 12:10 a.m.
News Service .....CPN
Transcription Service .....Thesaurus, Standard, Lang-Worth
Representative.....National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)
Membership ..... CAB
President.....Senator W. R. Davies
Station Manager.....Roy W. Hofstetter
Commercial Manager.....Russell Baer
Program Director.....J. Kirkpatrick
Chief Engineer.....Burt Coy

CJKL

KIRKLAND LAKE—EST. 1934

TRANS CANADA

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By..Northern Bcstg. Co., Ltd.
Address...Canadian Bank of Commerce Bldg., Toronto
Phone Number..... 27
Transmitter Location.....Dane, Ontario
Air Time.....6 a.m. to 12 midnight; Sunday: 8:45 a.m. to 12 midnight
News Service..... PN
Transcription Service....Standard, Thesaurus, Lang-Worth
Representative.....National Broadcast Sales (Canada); Donald K. Cooke, Inc. (U.S.A.)
Membership ..... CAB
President .....Roy H. Thomson
Manager.....Brian G. Shellon
Commercial Manager.....Thomas J. Warner
Program Director.....Neil J. Weatherwax
Chief Engineer.....Thomas G. Watson

CKCR

KITCHENER—EST. 1929

CBC (SUBSIDIARY)

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....K.-W. Bcstg. Co.
Operated By.....W. C. Mitchell, G. Liddle
Business-Studio Address.....125 King St. W.
Phone Number 3-3628
Transmitter Location.....Guelph St.
Air Time.....16 hrs. daily
News Service .....CPN
Transcription Service .....UTS
Representative .....William Wright
Owners.....W. C. Mitchell; G. Liddle
General-Station Manager.....W. C. Mitchell
Commercial Manager.....G. Liddle
Sales Promotion Manager.....G. Shaw
Program Director.....Ed. Manning
Chief Announcer.....Ray Sterling
Chief Engineer.....Ion Hartman
Farm Editor.....Bob Trotter

CFPL

LONDON—EST. 1933

DOMINION

Frequency: 1570 Kc.....Power: 5000 Watts
Owned-Operated By.....The Free Press Printing Co.
Address .....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Wellington Rd.
Air Time.....7 a.m. to midnight
News Service..... PN
Transmitted Service.....World, Standard, Lang-Worth
Representative.....Weed & Co. (U.S.A.); Horace N. Stovin & Co. (Canada)
Membership ..... CAB
President .....Walter J. Blackburn
General Manager.....Donald J. A. Wright
Commercial Manager.....Murray T. Brown
Program Director.....Bob Reinhart
Chief Engineer.....Percy A. Field

CHVC

NIAGARA FALLS—EST. 1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Operated By.....B. H. Bedford
Business-Studio Address....Rainbow Bridge
Phone Number.....Niagara Falls, Ont. 4110; Niagara Falls, N. Y. 9801
Transmitter Location.....Queen Elizabeth Way
Air Time.....7 a.m.-1 a.m.
News Service.....UP, BUP
Transcription Service .....World
Representative.....J. P. McKinney, J. L. Alexander
Membership .....CAB
President, General-Station Mgr...B. H. Bedford
Commercial Manager.....R. J. Cleland
Program Director.....Jim Sulivan
Chief Engineer.....George Slinn

CFCH

NORTH BAY—EST. 1931

TRANS-CANADA

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By...Northern Bcstg. Co., Ltd.
Address ..... Front St.
Phone Number 2400
Transmitter Location.....Callander Highway
Air Time.....7:45 a.m. to 12:15 p.m.
News Service .....PN
Transcription Service.....Thesaurus, United, Lang-Worth
Representative .....National Broadcast Sales
President .....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Cliff Pickrem
Commercial Manager.....Keith Packer
Prog. Dir.-Prom. Mgr.....Phil Clayton

CFOR

ORILLIA—EST. 1945

DOMINION NETWORK, CBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Gordon E. Smith
Business-Studio Address....32 Mississaga St.
Phone Number.....187, 2126
Transmitter Location.....Orillia Township
Air Time.....7:25 a.m.-12:15 a.m.
News Service .....BUP
Transcription Service.....Thesaurus, UTS
Representative.....H. N. Stovin, Adam J. Young, Jr.
Membership .....CAB, BBM
President, General Mgr.....Gordon E. Smith
Commercial Manager.....Gordon Garrison
Program Director.....Francis R. Kirton
Chief Announcer.....Richard Mungham
Musical Director.....Russ Waters
Chief Engineer.....James Nash
Farm Editor.....James McGarvey

CKDO

OSHAWA—EST. 1946

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Tom W. Elliott
Address .....70 King St. E.
Phone Number..... 4481
Studio Address.....c/o Genosha Hotel
Transmitter Location.....E. Whitby Township
Air Time.....6:30 a.m. to 11 p.m.
News Service..... PN
Transcription Service.....Thesaurus, World
Representative.....James L. Alexander
Membership ..... CAB
President-Managing Dir.....Tom W. Elliott
Commercial Manager.....Willard F. King
Program Director.....Ross W. Rowlands
Promotion Manager.....Gordon Sinclair, Jr.
Chief Engineer.....George Blanchett

CBO

OTTAWA—EST. 1924

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....Chateau Laurier Hotel
Phone Number 2-1151
Transmitter Location..Hurdman's Bridge P. O., Ont.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
General-Station Manager, Program Director .....Charles P. Wright
Chief Operator.....Maxted Gilbert
Farm Editor.....W. J. McPherson

CFRA

OTTAWA—EST. 1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Frank Ryan
Business Address..... Auditorium
Phone Number 3-6241
News Service .....BUP
Transcription Service.....Standard, World
Representative .....All-Canada, Weed
President-General Manager.....Frank Ryan
Commercial Manager.....George M. Gowling
Program Director.....Brian Hodgkinson
Chief Engineer.....Chester Beachell

CKCO

OTTAWA—EST. 1924

DOMINION

Frequency: 1310 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By.....Dr. G. M. Geldert
Address.....272 Somerset St., West

Phone Number.....2-3611
Air Time.....Unlimited
News Service.....PN, BUP
Transcription Service..Associated, Lang-Worth
Representative .....Wright (Canada); Joseph Hershey McGillvra (U.S.A.)
General Manager.....Dr. G. M. Geldert
Commercial Manager.....Marsh Yarrow
Program Director.....John Pollie
Promotion Manager.....Bob Brazil
Chief Engineer.....W. H. McLellan

CFOS

OWEN SOUND—EST. 1940

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By....Grey & Bruce Bcstg. Co., Ltd.
Business-Studio Address..904 Second Ave. E.
Phone Number 1940
Transmitter Location....Sydenham Township, Highways 6 & 10
Air Time.....7 a.m.-11:15 p.m.
News Service .....PN
Transcription Service .....World
Representative....Horace N. Stovin; Adam J. Young, Jr.
Membership .....CAB, BBM
President .....Howard Fleiming
General-Station Mgr.....Ralph T. Snelgrove
Commercial Manager....William N. Hawkins
Sales Promotion Manager....Russell Thomson
Program Director.....Denys Ferry
Production Manager.....Everett Smith
Publicity Director.....Vera Loney
Chief Engineer.....William Vallins

CHEX

PETERBOROUGH—EST. 1942

CBC DOMINION NETWORK

Frequency: 1430 Kc.....Power: 1000 Watts
Owned By.....Brookland Co. Ltd.
Operated By.....Northern Bcstg. Co. Ltd.
Business-Studio Address.....400 Water St.
Phone Number 4464-5
Transmitter Location..R. R. No. 8, Peterborough
Air Time.....6 a.m.-12:05 a.m.
News Service .....PN
Transcription Service.....UTS, Thesaurus, Lang-Worth
Representative .....National Broadcast Sales
President.....Sen. Rupert Davies
Vice President.....Roy H. Thomson
Station Manager.....Harold Burley
Commercial Manager.....El Jones
Program Director.....Karl E. Monk
Publicity Director.....Ruth Panter
Chief Engineer.....Bert Crump
Farm Editor.....Ron Grant

CHOV

PEMBROKE—EST. 1942

DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ottawa Valley Broadcasting Co., Ltd.
Address .....97 Albert St.
Phone Number..... 430
Transmitter Location.....East of Pembroke
Air Time.....7 a.m. to 11:30 p.m.
News Service .....BUP
Transcription Service .....Thesaurus
Representatives....H. N. Stovin Co. (Canada); Joseph Hershey McGillvra (U.S.A.)
Chief Owner-Gen. Mgr.....E. G. Archibald
Commercial Manager .....W. Montaigne
Promotion Manager.....Marg. Miller

CFPA

PORT ARTHUR—EST. 1944

CBC—DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Business-Studio Address..Public Utilities Bldg.
Phone Number.....North 315
Transmitter Location.....Memorial Ave.
Air Time.....7:30 a.m.-11:15 p.m.
Transcription Service..Lang-Worth, Associated
Representative.....National Broadcast Sales, Broadcast Representatives, Radio Selling, Weed & Co.
Membership .....CAB, BBM
Owner, General-Station Mgr...Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Edison Gunn

CKTB

ST. CATHARINES—1930

CBC—DOMINION (SUPPLEMENTARY)

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By.....The Niagara District Bcstg. Co. Ltd.
Business-Studio Address.....12 Yates St.
Phone Number 5-7351
Transmitter Location.....Lakeshore Rd., Port Dalhousie, Ont.
Air Time.....6 a.m.-12 M., 8 a.m.-12 M., Sun.
News Service .....PN
Transcription Service.....Thesaurus, UTS
Representative.....National Broadcast Sales, J. H. McGillvra Inc.
Membership .....CAB, BBM
President, Station Manager..W. B. C. Burgoyne
Managing Director.....H. B. Burgoyne
Commercial Manager.....V. A. Lococo
Sales Promotion Manager....W. C. Wingrove
Production Manager.....W. C. Wheeler
Chief Engineer.....W. H. Allen

CHOK

SARNIA—EST. 1946

TRANS-CANADA

Frequency: 1070 Kc....Power: 5000 d.; 1000 n.
Owned-Operated By....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number..... 4000
Air Time.....6 a.m. to 2 a.m.
News Service..... PN
Transcription Service....Thesaurus, Standard
Representative.....National Broadcast Sales (Canada); Donald Cooke, Inc. (U.S.A.)
President .....H. M. Houston
General Manager.....Claude R. Irvine
Commercial Manager .....H. M. Edgar
Promotion Manager.....Grant Webber
Chief Engineer.....Robert F. Cooke

CJIC

SAULT STE. MARIE—EST. 1934

TRANS-CANADA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hyland Bcstg. Co.
Address Box 504
Phone Number 3500
News Service .....PN
Transcription .....United, Thesaurus
Representative.....J. L. Alexander, McGillvra
Chief Exec.-General Mgr.....J. G. Hyland
Chief Engineer.....Italo Marinelli

CJCS

STRATFORD—EST. 1927

DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Central Broadcasting Co.
Address .....Reynolds Bldg.
Phone Number 1675
Air Time.....7 a.m. to 11 p.m.
News Service..... BUP
Transcription Service .....World
Representative....All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)
Membership ..... CAB
President-General Mgr.....Frank M. Squires
Commercial Manager.....K. S. Lott
Program Dir.-Promotion Mgr.....J. E. Phillips
Chief Engineer.....John Crigg

CHNO

SUDBURY—EST. 1947

DOMINION

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Operated By..Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St.
News Service..... PN
Transcription Service..... Associated
Representative ..... Alexander
Manager .....A. J. Robinson

CKSO

SUDBURY—EST. 1937

CBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....W. E. Mason
Business-Studio Address.....21 Elgin St.
Phone Number 77505
Transmitter Location....6 mi. from Sudbury at McFarlane Lake
Air Time..7 a.m.-12:05 a.m.; 9 a.m.-12:05., Sun.
News Service .....PN
Transcription Service.....Thesaurus, World
Representative .....All-Canada, Weed & Co.
President-Owner .....W. E. Mason
General Manager.....W. J. Woodill
Salesman .....Bill Knapp
Program Director.....Ken Dobson
Traffic Manager.....Leila Deegan
Librarian .....Jean Macgregor

CKGB

TIMMINS—EST. 1934

TRANS-CANADA NETWORK—CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By..Northern Bcstg. Co. Ltd.
Business-Studio Address..Corner of Cedar St. S. & Second Ave.
Phone Number 1500
Transmitter Location.....Mountjoy Township
Air Time...6:45 a.m.-12:30 a.m.; 8:15 a.m.-12:10 a.m., Sun.
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth, Standard
Representative ...Canada-National Broadcast Sales; Donald Cooke
Membership .....CAB
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman
Commercial Manager.....H. McLay
Program-Publicity Director.....E. Courtney
Chief Announcer.....Doug Burrows
Musical Director.....Bill Nadeau
Chief Engineer.....Ernie Mott

CBL

TORONTO—EST. 1927

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location.....Hornby, Ont.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon

YOUR ADVERTISING DOLLAR...

on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.
3,475 potential radio homes between 6 and 7 p.m.
5,195 potential radio homes at other times.

ON CFRB you reach more listeners per dollar than on any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the *real* answer. They stay because they get results! They stay because they reach *more* radio homes, *more* prospects for their product . . . selling an audience that's been growing for twenty years!

CFRB
TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

Ontario's Favourite Radio Station!

Director-General of Programs .....Ernest L. Bushnell
Program Director.....Harry J. Boyle
Commercial Manager.....E. A. Weir
Program Director.....Harry J. Boyle
Supervisor of Presentation....John Kannawin
Supervising Engineer (Toronto Area).....Howard Hilliard
Farm Editor.....W. J. McPherson

CFRB

TORONTO—EST. 1927

CBS

Frequency: 860 Kc.....Power: 10,000 Watts
Owned-Operated By....Rogers Radio Bcstg. Co. Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....MIdway 3515
Transmitter Location.....Aurora, Ont.
Air Time..6 a.m.-12:35 a.m.; 9 a.m.-12:35 a.m., Sun.
News Service.....BUP, PN
Transcription Service..Lang-Worth, Thesaurus, World, Associated
Representative.....Adam J. Young, Jr.; All-Canada
Membership .....CAB, BBM
President .....Harry Sedgwick
Vice-President.....J. Ellsworth Rogers
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Publicity Director.....Ken Marsden
Musical Director.....Wishart Campbell
Chief Engineer.....Jack Sharpe
Farm Editor.....Rex Frost

CHUM

TORONTO—EST. 1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...York Broadcasters, Ltd.
Address .....225 Mutual St.
Phone Number.....Elgin 4271
Transmitter Location....Lawrence Ave. & Don Mills Road
Air Time.....Sup-up to Sun-down
Transcription Service.....Long-Worth, Cole, Associated, United
News Service .....BUP
Representative .....James L. Alexander
President .....John H. Part
General-Commercial Mgr. .....Roland E. Ford
Program Director .....Verne Hill
Promotion Manager .....Denis Olerenshaw
Chief Engineer.....Aurele Boisvert

CJBC

TORONTO—EST. 1936

CBC DOMINION—CBC MIDEAST

Frequency: 1010 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location.....Dixie, Ont.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
Director-General of Programs .....Ernest L. Bushnell
Manager, Dominion Network, Program Director.....H. G. Walker
Commercial Manager.....E. A. Weir
Production Manager.....John Kannawin
Supervising Engineer (Toronto Area) .....Howard Hilliard
Farm Editor.....W. J. McPherson

CKEY

TORONTO—EST. 1945

NBC, ABC, MBS, CBC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co.
Business-Studio Address..444 University Ave.
Phone Number.....WAverly 3881
Transmitter Location.....Scarboro Heights
Air Time.....24 hrs. daily
News Service.....AP, UP
Transcription Service.....World, Lang-Worth, Standard, Associated
Representative.....National Broadcast Sales, Donald Cooke
President, General Mgr.....Jack K. Cooke
Station-Commercial Manager.....Hal Cooke
Sales Promotion Manager.....Harry Witton
Program Director.....Don Insley
Production Manager, Musical Director .....Ed Houston
Publicity Director.....Harry Witton
Chief Engineer.....Ernie Swan

CKLW

WINDSOR—EST. 1922

CBS—MBS

(See Detroit, Mich. Listing)

CKNX

WINGHAM—EST. 1926

CBC DOMINION (SUPPLEMENTARY)

Frequency: 920 Kc.....Power: 1000 Watts
Owned By.....Radio Station CKNX Ltd.
Business Address.....Wingham, Ont.
Phone Number 158
Studio Address.....Josephine St.
Transmitter Location.....Belgrave, Ont.
Air Time..7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.
News Service .....UP

Transcription Service.....Thesaurus, Cole, Lang-Worth
Representative .....J. L. Alexander
President, General Manager, Farm Editor .....W. T. Cruickshank
Station Manager.....J. J. Cruickshank
Commercial Manager.....T. R. Mathers
Sales Promotion Manager..G. W. Cruickshank
Program Director.....J. F. Brent
Publicity Director.....F. V. Russell
Chief Announcer.....C. R. Hamilton
Musical Director.....H. V. Pym
Chief Engineer.....S. C. Reid

CKOX

WOODSTOCK—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co. Ltd.
Business Address.....P. O. Box 55
Phone Number 2400
Studio Address.....380 Hunter St.
Transmitter Location..Sweaburg Rd., Township of West Oxford
Air Time.....7 a.m.-11 p.m.
News Service .....CPN
Transcription Service .....World
Membership .....CAB
President, General-Station Manager.....Monty J. Werry
Commercial-Sales Promotion Manager.....W. Stanley Smith
Program Director, Production Manager.....John B. Starke

PRINCE EDWARD ISLAND

CFCY

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

Frequency: 630 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...Island Radio Bcstg. Co. Ltd.
Business-Studio Address.....85 Kent St.
Phone Number 741
Transmitter Location.....West Royalty, P.E.I.
Air Time.....7:25 a.m.-12:10 a.m.
News Service .....UP
Transcription Service...Associated, Standard, Lang-Worth
Representative.....All-Canada, Weed & Co.
Membership .....CAB
President, Managing Dir., General-Station Manager .....Lt. Col. K. S. Rogers
Commercial-Program Manager....R. F. Large
Publicity Director.....A. Duffy
Chief Announcer.....C. E. MacArthur
Musical Director.....Mrs. K. S. Rogers
Acting Chief Engineer.....A. L. Finley

CHGS

SUMMERSIDE—EST. 1925

TRANS-CANADA

Frequency: 1480 Kc.....Power: 100 Watts
Owned-Operated By.....R. T. Holman, Ltd.
Address.....180 Water Street
Phone Number.....133
Transmitter Location.....Summerside
Air Time.....7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.
Transmitter Location.....Holman Building
Representative .....Radio Representatives
President.....H. T. Holman, Sr.
General Manager.....R. L. Mollison
Program Director.....Albert A. Nicholson
Chief Engineer.....Angus McKie

QUEBEC

CHAD

AMOS—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Rouyn Abitibi Ltd.
Business Address.....5225 DeGaspe St., Montreal, Que.
Phone Number.....TA 7245
Studio Address....Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Transmitter Location .....Amos
Air Time.....7 a.m.-12 M.
News Service .....CP
Transcription Service .....World
Representative.....National Broadcast Sales; Weed & Co.
Membership .....CAB, BMB
President .....Hector Authier
General Administrator....Roger Charbonneau
Station Manager.....Jos. DeGuay
Commercial-Sales Promotion Manager, Publicity Director.....John R. Fox
Program Director.....Jack Linklater
Production Manager.....Maurice Dubois
Chief Engineer.....John J. McGrail

CBJ

CHICOUTIMI—EST. 1933

CBC TRANS-CANADA—CBC FRENCH

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....286A Racine St.
Phone Number 814; 155
Transmitter Location.....4 Larouche Ave.
Air Time.....15½ hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC), General Manager.....Dr. Augustin Frigon
Station Manager, Program Director .....Vilmond Fortin
Commercial Manager.....M. Valiquette
Supervisor of Press & Information Service .....Leopold Houle
Supervising Broadcast Operator..J. E. Roberts
Farm Editor.....Armand Berube

CHEF

GRANBY—EST. 1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Granby Bcstg. Co. Ltd.
Business-Studio Address.....7 Johnson St.
Phone Number.....353; 392
Transmitter Location.....Abbotsford Rd.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service.....World, UTS
Representative .....Radio Representatives
Membership .....CAB, BBM
President.....J. A. Bourgault
General-Station Manager, Chief Engineer .....Gerard Laliberte
Commercial Manager.....L. Lajoie
Program Director.....Al D'Eon
Chief Announcer.....J. Riendeau
Musical Director.....J. P. Comeau
Farm Editor.....G. Boutet

CKCH

HULL—EST. 1933

CBC FRENCH

Frequency: 1240 Kc.....Power: 250 Watts
Owned By....La Cie de Radiodiffusion de Hull CKCH Ltée.
Operated By.....Le Droit
Business Address.....121 Notre-Dame St.
Phone Number 2-1701
Studio Address.....Hull, Que.
Transmitter Location.....Chelsea Rd.
Air Time.....15 hrs. daily
News Service .....PN
Transcription Service .....Thesaurus
Representative.....Radio Representatives; Adam J. Young
Membership .....CAB, BBM
President .....L. J. Billy
General Manager.....Aurele Gratton
Station-Commercial Mgr.....Raymond Benoit
Sales Promotion Manager.....Ernest Lalonde
Program Director, Production Manager .....Georges Francon
Publicity Director.....Paul DeGranpre
Chief Announcer.....Georges Huard
Musical Director.....Aurele Groulx
Chief Engineer.....Max Gebhardt
Farm Editor.....Lucien Michaud

CKRS

JONQUIERE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Henri Lepage
Business Address.....223 St. Dominique St.
News Service.....PN

CBF

MONTREAL—EST. 1936

CBC TRANS-CANADA—CBC FRENCH

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address....1231 St. Catherine St. W.
Phone Number.....PLateau 7161
Transmitter Location.....Vercheres, Que.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC), General Manager.....Dr. Augustin Frigon
Director of CBC French Network .....Marcel Ouimet
Commercial Manager.....M. Valiquette
Program Director.....Marcel Ouimet
Supervisor of Production.....Rupert Caplan
Supervisor of Press & Information Service .....Leopold Houle
Chief Operator.....E. D. Roberts
Farm Editor.....A. Berube

CBM

MONTREAL—EST. 1937

CBC TRANS-CANADA—CBC MIDEAST

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 7161
Transmitter Location.....Marieville, Que.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC), General Manager.....Dr. Augustin Frigon
Director of CBC French Network .....Marcel Ouimet

Commercial Manager.....M. Valiquette
Program Director.....W. J. O'Reilly
Supervisor of Production.....R. Caplan
Supervisor of Press & Information .....Leopold Houle
Chief Operator.....E. D. Roberts
Farm Editor.....Lamont Tilden

CFCF

MONTREAL—EST. 1919

ABC—DOMINION NETWORK

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Canadian Marconi Co.
Business-Studio Address...1231 St. Catherine St. W.
Phone Number.....PLateau 2577
Transmitter Location.....Senneville, Que.
Air Time.....7 a.m.-12 M.; 8 a.m.12 M., Sun.
News Service.....BUP, PN
Transcription Service .....Thesaurus
Representative.....Weed & Co., All-Canada
Membership .....CAB, BBM
General Manager.....S. M. Finlayson
Station Manager.....J. A. Shaw
Commercial Director.....P. E. Hiltz
Sales Promotion Director.....E. H. Smith
Program Director, Production Manager .....H. H. Hewetson
Publicity Director.....E. H. Smith
Chief Engineer.....J. G. Gettenby

CHLP

MONTREAL—EST. 1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By.....La Patrie Publishing Co., Ltd.
Address.....Sun Life Bldg., Dominion Square
Phone Number.....Plateau 5225
Transmitter Location.....St. Michel Rd., Ville St. Michel, P. Q.
Air Time.....7 a.m. to Midnight
News Service.....PN
Transcription Service.....Standard, PN
Representative: J. A. Alexander (Canada); Joseph Hershey McGillvria (U.S.A.)
Membership .....CAB
President-Gen. Mgr.....Sen. P. R. DuTremblay
Station Mgr.-Dir.....C. A. Berthiaune
Asst. Mgr.-Dir.....Fernand Bergevin
Commercial Manager.....Simon Gendron
Program Director.....Andre Chabot
Production Director.....Marcel Marineau
Chief Engineer.....Alphonse Cloutier

CJAD

MONTREAL—EST. 1945

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Operated By.....CJAD Ltd.
Business-Studio Address.....1191 Mountain St.
Phone Number.....Marquette 1805
Transmitter Location.....MacKayville, Que.
Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service.....CP, BUP
Transcription Service..Lang-Worth, Standard, World, Associated
Representative..Adam J. Young, Jr.; National Broadcast Sales
President, General-Station-Commercial Manager .....J. Art. Dupont
Program Director.....Ron Morrier
Traffic Manager.....Robert Laurion
News Editor.....Hamilton Grant
Chief Announcer.....Hollis MacCurdy
Librarian .....Anna Watt
Chief Engineer.....A. K. Taylor

CKAC

MONTREAL—EST. 1922

CBS

Frequency: 730 Kc.....Power: 5000 Watts
Owned By.....La Cie De Publication, La Presse, Ltee.
Operated By.....La Compagnie De Publication, La Presse, Ltee.

EQUATION for Sales

X+Y=Z

X = your sales message
Y = CKAC coverage
Z = Your share of French Canada's billion-dollar market

✻ *285,789 radio families in areas where 80% of Quebec's retail sales are made.*

CKAC La Presse Montreal 1922 1948
CBS Affiliate

Representatives: C. W. Wright, Toronto
Adam J. Young Jr. Inc., U.S.A.

10,000 WATTS SOON

Address.....980 St. Catherine Street, West
Phone Number.....MArquette 311
Transmitter Location.....St. Hyacinthe, P. Q.
Air Time.....18 hours daily
News Service.....BUP, PN, Reuters, UP
Transcription Service.....Lang-Worth; World
Representative.....Adam J. Young, Jr.
President.....Sen. P. R. Du Tremblay
General Manager.....Phil. Lalonde
Commercial Manager.....Georges Bourassa
Program Director.....Ferdinand Biondi
Promotion Manager.....Robert Souglet
Chief Engineer.....Leonard Spencer

CHNC

NEW CARLISLE—EST. 1933

CBC—QUEBEC NETWORK

Frequency: 610 Kc.....Power: 5000 Watts
Owned By.....Gaspesia Radio Bcstg. Co.
Operated By.....Radio Station CHNC
Business-Studio Address.....Main St.
Phone Number 64
Transmitter Location....Barachois dePasébiac
Air Time.....6:30 a.m.-10:30 p.m.
Representative....Jos. A. Hardy & Co.; Adam J. Young, Jr.
Membership .....BBM, CAB
President, General Mgr.....Dr. Charles Houde
Station Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

CBV

QUEBEC CITY—EST. 1934

CBC TRANS-CANADA—CBC FRENCH

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address....Palais Montcalm
Phone Number 8155
Transmitter Location.....Charlesbourg, Que.
Air Time.....17½ hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC) Manager..Dr. Augustin Frigon
Acting Station Manager, Program Director .....Guy Dumais
Commercial Manager.....M. Valiquette
Supervisor of Press & Information Service .....Leopold Houle
Farm Editor.....Armand Berube

CHRC

QUEBEC—EST. 1926

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitee
Address.....39 St. Jean, Que. City
Phone Number.....2-8177
Transmitter Location.....Charny, Que.
Air Time.....7:00 a.m. to midnight
News Service.....BUP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Adam J. Young, Jr., Inc. (U.S.A.); Jos. A. Hardy & Co. Ltd. (Canada)
President.....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Program Director.....Magella Alain
Chief Engineer.....Arsene Nadeau

CKCV

QUEBEC—EST. 1926

CBC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKCV Ltd.
Business-Studio Address.....142 St. John St.
Phone Number 2-1585
Transmitter Location...St. Louis Rd., Ste. Foye
Air Time.....17½ hrs. daily
News Service .....PN
Transcription Service.....World, UTS
Representative .....Radio Representatives, Weed & Co.
President .....Gaston Pratte
General-Station Manager.....Paul Lepage
Commercial Manager.....Lucien A. Bernier
Production Manager.....Jean Bender
Chief Engineer.....Albert DuBerger

CJBR

RIMOUSKI—EST. 1937

Frequency: 900 Kc.....Power: 5000 Watts d., 1000 n.
Owned-Operated By The Central Public Service Corp., Ltd.
Address .....Cathedral St.
Phone Number.....396
Transmitter Location.....Notre-Dame du Sacre Coeur
Air Time.....Unlimited
News Service.....AP, PN
Transcription Service.....United, Standard
Representatives..H. N. Stovin & Co. (Canada) Adam J. Young, Jr. (U.S.A.)
Membership .....BBM
President .....J. A. Brillant
Manager .....Guy Caron
Commercial Manager.....C. Chardonnean
Chief Engineer.....F. C. Daok

CFJP

RIVIERE-DU-LOUP—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Temiscouata Ltee.
Business Address.....203 Lafontaine St.
Phone Number.....536
News Service .....PN
Transcription Service.....Thesaurus
Representative.....Renaud, Young
President .....Armand Belle
General Manager.....T. Gareau
Promotion Manager.....George Grant
Chief Engineer.....Raymond Lavoie

CKRN

ROUYN—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1400 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Rouyn Abitibi Ltd.
Business Address.....5225 DeGaspe St.
Phone Number.....TA:-EM 7245
Studio Address..Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Transmitter Location .....Rouyn
Air Time.....7 a.m.-12 M.
News Service .....CP
Transcription Service .....World
Representative ....National Broadcast Sales, Weed & Co.
Membership.....CAB, BMB (Pending)
President .....Hector Authier
General Administrator....Roger Charbonneau
Station Manager, Program Director .....Jack Linklater
Commercial-Sales Promotion Manager, Publicity Director .....John R. Fox
Production Manager.....Maurice Dubois
Chief Engineer.....John J. McGrail

CHLT

SHERBROOKE—EST. 1937

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....La Tribune Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number 2071-2
Transmitter Location..King St., East Sherbrooke
Air Time.....5:55 a.m.-12 M.
Transcription Service.....World, UTS
Representative.....Jos. A. Hardy & Co.
President.....Hon. Jacob Nicol
General Manager.....A. Gauthier
Station Manager.....J. L. Gauthier
Commercial Manager.....E. Rozand
Sales Promotion Manager.....G. Ferguson
Chief Announcer.....J. P. La Sonde
Musical Director.....P. M. Robidoux
Chief Engineer.....S. Cusack
Farm Editor.....Alex Simms

CKTS

SHERBROOKE—EST. 1946

CBC DOMINION NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Telegram Printing & Publishing Co. Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number 2071-2
Transmitter Location..King St., East Sherbrooke
Air Time.....7:55 a.m.-12 M.
Transcription Service .....Thesaurus
Representative .....Radio Representatives
President .....Senator C. B. Howard
General Manager.....A. Gauthier
Station Manager, Program-Publicity Director .....J. L. Gauthier
Commercial Manager.....E. Rozand
Sales Promotion Manager.....M. Ferguson
Chief Announcer.....Bert Paquette
Musical Director.....P. M. Robidoux
Chief Engineer.....S. Cusack
Farm Editor.....Alex Simms

CJSO

SOREL—EST. 1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Richelieu, Ltd.
Business Address.....72 rue Du Roi
Phone Number.....318
Transmitter Location.....National Highway
Air Time.....7 a.m. to 11 p.m.
News Service.....AP, PN, Reuters
Transcription Service.....World, SESAC
Representative .....Renaud
Membership .....BBM
President.....J. Arthur Villeneuve
General Manager.....Gerard Boulay
Commercial Manager.....Alphonse Provost
Program Director.....Wilfrid Monsoux
Sales Manager.....Henri Provost
Chief Engineer.....Joseph Cardin

CHLN

THREE RIVERS—EST. 1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned By.....CHLN "Le Nouvelliste" Ltée.
Operated By....."Le Nouvelliste"
Business Address....Batisse Municipale, rue Ste. Marguerite
Studio Address.....522 rue Bonaventure
Phone Number 3000
Transmitter Location.....Montreal Highway
Air Time.....15 hrs. daily
News Service .....PN
Transcription Service.....World, UTS
Representative....Jos. Hardy & Co.; Allan J. Young
Membership .....CAB
President.....Hon. Jacob Nicol
General Manager.....Emile Jean
Station-Production Mgr.....Léon Trépanier
Commercial-Sales Promotion Manager .....C. E. Couture
Program-Publicity Director.....Paul Richard
Chief Announcer.....Claude Séguin
Musical Director.....Mrs. M. Tardif Séguin
Chief Engineer.....Francois Comtois

CKVD

VAL D'OR—EST. 1939

CBC (FRENCH SUPPLEMENTARY)

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Radio Rouyn Abitibi

Business Address.....5225 DeGaspe St., Montreal, Que.
Phone Number.....TA 7245
Studio Address....Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Transmitter Location.....Val d'Or
Air Time.....7 a.m.-12 M.
News Service.....CP
Transcription Service.....World
Representative.....National Broadcast Sales; Weed & Co.
Membership.....CAB, BMB (Pending)
President.....Hector Authier
General Administrator....Roger Charbonneau
Station Manager.....Jacques Demers
Commercial-Sales Promotion Manager, Publicity Director.....John R. Fox
Program Director.....Jack Linklater
Production Manager.....Maurice Dubois
Chief Engineer.....John J. McGrail

CKVL

VERDUN—EST. 1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Address.....211 Gordon Ave.
Phone Number.....York 3696
News Service.....PN, BUP
Transcription Service.....Lang-Worth, United
Representative.....Stovin, Cooke
President.....J. Teitolman
General Manager.....Corray Thomson
Program Director (English).....Hal Stubbs
Program Director (French)....Omer Duranceau
Chief Engineer.....Charles Charlebois

SASKATCHEWAN

CHAB

MOOSE JAW—EST. 1922

CBC DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Business-Studio Address.....Grant Hall Hotel
Phone Number.....2334-5-6
Transmitter Location.....Boharm, Sask.
Air Time.....17 hrs., 20 min. daily
News Service.....AP, PN
Transcription Service..Lang-Worth, UTS, Cole
Representative.....Horace N. Stovin
Membership.....CAB
General Manager.....J. S. Boyling
Commercial Manager.....Lloyd Crittendon
Sales Promotion Manager.....C. H. Witney
Production Manager.....R. D. Giles
Chief Announcer.....R. Horley
Musical Director.....J. Purvis
Chief Engineer.....M. Pickford

CJNB

NORTH BATTLEFORD—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Northwestern Bcstg. Co.
Business Address.....Sallows & Boyd Bldg.
Phone Number.....2373
Studio Address.....1st Ave.
Transmitter Location.....North Battleford
Air Time.....7 a.m.-11 p.m.
News Service.....BUP
Transcription Service.....World, All-Canada
Representative.....Horace N. Stovin
Membership.....CAB
Manager.....Jack H. Coalston
Program Director.....Fred L. Patterson
Chief Engineer.....Ian K. Carson

CKBI

PRINCE ALBERT—EST. 1927

CBC—DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business Address.....Prince Albert, Sask.
Phone Number.....2621
Studio Address.....Sanderson Block
Transmitter Location..7 mi. S. of Prince Albert
Air Time.....6 a.m.-12 M.
News Service.....BUP
Transcription Service.....Thesaurus
Representative....All-Canada, Weed & Co.
Membership.....CAB, BBM
General-Station Manager....E. A. Rawlinson
Commercial-Sales Promotion Manager.....Gerald Prest
Program Director.....George Kergan
Production Manager.....Ken Davey
Chief Announcer.....Wm. Hart
Chief Engineer.....Tom Van Nes

CKCK

REGINA—EST. 1922

TRANS-CANADA (SUPPLEMENTAL)

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....Leader-Post Ltd.
Operated By..All-Canada Mutually Operated
Business Address.....Regina, Sask.
Phone Number.....8525
Studio Address.....Leader-Post Bldg.
Transmitter Location.....8 mi. S. of city
Air Time.....17½ hrs. daily
News Service.....AP, UP
Transcription Service.....Thesaurus, Cole
Representative....All-Canada Radio Facilities, Weed & Co.
Membership.....CAB, BBM

Station Manager.....Harold A. Crittenden
Commercial Manager.....Gil Seabrook
Sales Promotion Manager.....Bob Weir
Program Director.....Wilf Collier
Production Manager.....Vern Huggins
Chief Engineer.....E. A. Strong

CKRM

REGINA—EST. 1926

DOMINION NETWORK, CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned By....Trans-Canada Communications Ltd.
Operated By.....All-Canada Radio Facilities
Business-Studio Address..Fidelity Life Bldg., 1819 Cornwall St., Regina
Phone Number 7631
Transmitter Location.....Rowatt, Sask.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative....All-Canada Radio Facilities, Weed & Co.
Membership .....BBM
Station Manager.....W. A. Speers
Commercial Manager.....B. M. Pirie
Director, Special Broadcast Services, Publicity Director.....F. Laight
Production Manager.....W. L. Walker
Chief Engineer.....Wm. MacDonald

CFQC

SASKATOON—EST. 1923

CBC DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By....A. A. Murphy & Sons Ltd.
Business-Studio Address..216 — 1st Ave., N.
Phone Number 7917
Transmitter Location....3 mi. W. of Saskatoon, Highway No. 11
Air Time.....6:30 a.m.-12 M.; 7:50 a.m.-11:30 p.m., Sun.
News Service .....BUP
Transcription Service....Thesaurus, Standard, Lang-Worth, Cole
Representative .....Radio Representatives
President, General Manager....A. A. Murphy
Station Manager.....Vernon Dallin
Commercial Manager.....G. B. Nelson
Program Director.....Wilfred Gilbey
Production Manager.....George Dawes
Publicity Director.....Godfrey Hudson
Chief Announcer.....Harry Dekker
Chief Engineer.....Lyn Hoskins

CBK

WATROUS—EST. 1939

CBC TRANS-CANADA—CBC PRAIRIE

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address..300 Manitoba Telephone Bldg.
Phone Number 97261
Transmitter Location.....Watrous, Sask.
Air Time.....17 hrs. daily
News Service.....CP, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
Regional Representative.....James R. Finlay
Commercial Manager.....E. A. Weir
Program Director.....James R. Finlay
Publicity Director.....C. E. L'Ami
Acting Chief Engineer.....V. J. Roe
Farm Editor.....Peter B. Whittall

CJGX

YORKTON—EST. 1927

CBC—DOMINION NETWORK

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By..Yorkton Bcstg. Co. Ltd.
Business-Studio Address...Smith-McKay Bldg.
Phone Number 324
Transmitter Location....¼ mi. E. of Yorkton on Highway No. 14
Air Time..6:30 a.m.-11:30 p.m.; 8:30 a.m.-11 p.m., Sun.
News Service.....AP, CP
Transcription Service.....World, UTS, Cole, SESAC
Representative....H. N. Stovin, Adam Young
Membership .....CAB, BBM
President .....Dawson Richardson
Managing Director.....A. L. Garside
Assistant Manager.....K. S. Parton
Commercial Manager.....J. M. Shortreed
Assistant Manager.....K. S. Parton
Production Manager.....Wm. Liska
Chief Announcer.....J. C. Goodman
Musical Director.....Norman Runtz
Chief Engineer.....Arthur Mills
Farm Editor.....E. C. Deering

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THE WALTZ KING

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Transcription Companies

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Music

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1948

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Comedy Program Analyst

FRANK PAPP

HU CHAIN

ALBERT N. WILLIAMS
Radio and Television Directors

JOHN BRYAN
Technician

SAUL KRIEG ASSOCIATES
Public Relations

Productions

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"Adventures of Horace Jenks"
"Tribute to Women"
"Knocking On Your Door"

and

"American Repertory
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Supervised by
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EVA LE GALLIENNE

Featuring

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Fannie Hurst

Edward Everett Horton

Otto Kruger

Cobina Wright, Sr.

Lisa Sergio

Ben Grauer

Sincerely yours,

John Wale

Blevins Davis

Blanche Stuart Lee

WRAY DAVIS
Hollywood Manager
1600 Summit Ridge Drive
Beverly Hills, Cal.

JERRY DEVINE

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Paul F. Adler Associates

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. SERVICES OFFERED: Sales and production of live and transcribed programs. Representatives for Mayfair Transcription Co. vehicles including The Alan Ladd program, "Box 13." Act in advisory capacity for ad agencies.

Advance Television Picture Service, Inc.

729 Seventh Ave., New York 19, N. Y. Phone COlumbus 5-5400. President, Chas. A. Alicoate; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Producers and distributors of films, features, and shorts and package films for television.

Advertisers Recordings Limited

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Mary Helen Gerl. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-0141-2. President, James A. Miller; Secretary, E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental.

Air Features, Inc.

247 Park Ave., New York 17, N. Y. Phone WIckersham 2-2700. SERVICES OFFERED: Radio Program Producers.

Alton Alexander Radio Production

825 W. 187th St., New York 33, N. Y. Phone, LOrraine 8-3100. Manager Lottie Ritter; Director, Alton G. Alexander. SERVICES OFFERED: Complete production service for the advertising agency—Scripts, commercials, direction . . . program ideas submitted, also spot campaigns. Specialists in Network Musicals.

American Institute of Food Products, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7146. General Manager, Robert A. Bories; Vice-President, Edward W. Wood, Jr. BRANCH OFFICES: 35 S. Ninth St., Phila., Pa. Phone, Walnut 2-6800. Sam Hill; 6 St. James Ave., Boston, Mass. Phone, Hancock 6-5558. Paul Herlihy; 30 W. Washington St., Chicago, Ill. Phone, Dearborn 5670. R. R. Kaufman; 235 Montgomery St., San Francisco, Calif. W. H. Keenan; 411 W. Fifth St., Los Angeles, Calif. Wilbur Eickelberg. SERVICES OFFERED: Women's participating programs for food and home product advertisers. Each program backed by merchandising service to the grocery trade in area where we operate.

American-Jewish Broadcasting Co., Inc.

86 Chambers St., New York 7, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb. SERVICES OFFERED: Program production, script and transcription library. All foreign languages; specializing in American-Jewish field.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

Arts Recording Studios

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

Associated Broadcast Advertising Co.

5918 Melrose Ave., Los Angeles 38, Calif. Irwin T. Porter, Partner & Adver-

The BEST In
TRANSCRIBED PROGRAMS

For 17 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

SYNDICATED SHOWS NOW AVAILABLE

"THE SPICE OF LIFE" . . . . . **39 ½-hour shows**
Musical variety show, big cast, completely in rhyme! Terrific!

"THE FAMILY ALBUM" . . . . . **78 ¼-hour shows**
Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede

"GLORIA CARROLL ENTERTAINS" . . . . . **78 ¼-hour shows**
Starring Gloria Carroll, and Frank Bell and "The Belltones"

"THE BAND CONCERT" . . . . . **26 ¼-hour shows**
England's greatest concert bands, superbly recorded

"EAT-ITORIALLY SPEAKING" . . . . . **78 ¼-hour shows**
Starring Dick Stone in the most unusual food program in the country

"ADVENTURES OF BUDDY BEAR" . . . . . **26 ¼-hour shows**
The most lovable, adventurous playmate a child ever had!

"SONGS OF CHEER & COMFORT" . . . . . **52 ¼-hour shows**
Starring Richard Maxwell, famous Gospel singer

"THE VAGABOND ADVENTURER" . . . . . **39 ¼-hour shows**
Starring Tom Terriss, internationally known adventurer

"UNSOLVED MYSTERIES" . . . . . **39 ¼-hour shows**
Dramatizations of true mysteries as yet unsolved

"ONE I'LL NEVER FORGET" . . . . . **156 5-minute shows**
Unusual sports stories, starring Jack Stevens

"TWILIGHT TALES" . . . . . **94 ¼-hour shows**
Fairy tales for children, unusually told by Elinor Gene

"DAN DUNN, SECRET OPERATIVE No. 48" . . . . . **78 ¼-hour shows**
Juvenile series based on famous newspaper cartoon strip

"FUN WITH MUSIC" . . . . . **26 ¼-hour shows**
Starring Sigmund Spaeth, The Tune Detective

"UNCLE JIMMY" . . . . . **156 ¼-hour shows**
Daytime family serial, starring William Farnum

"FAMOUS MOTHERS" . . . . . **75 5-minute shows**
Starring Jane Dillon. All parts taken by Miss Dillon

"HISTORY IN THE MAKING" . . . . . **52 ¼-hour shows**
Dramatizations of outstanding historical events

"FURS ON PARADE" . . . . . **39 ¼-hour shows**
Sponsored successfully by hundreds of fur retailers

"A CHRISTMAS CAROL" . . . . . **1 ½-hour show**
Original one-half hour adaptation starring Tom Terriss

"ADVENTURES IN CHRISTMASTREE GROVE" . . . . . **15 ¼-hour shows**
Sponsored annually by more than 200 department stores

"SANTA'S MAGIC CHRISTMAS TREE" . . . . . **15 ¼-hour shows**
Another outstanding Christmas holiday promotion

Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.

The Oldest—and One of the Country's Largest Transcribed Program Producers
Manufacturers of Transcription Playback Machines

tising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Research Dept. SERVICES OFFERED: Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

•

Associated Broadcasting Co., Ltd.

348 Dominion Square Bldg., 1010 St. Catherine St., W. Montreal 2, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Sec.-Treas., Frances Maxwell; Sales Director, Arthur Burns. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

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Associated Program Service (Div. of Muzak Corp.)

(For detailed listing see Transcription Section.)

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Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LOngacre 3-7040. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

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Ann Barbinel

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. SERVICES OFFERED: Creating—producing—directing custom built package shows for radio and television.

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Basch Radio Productions

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. BRANCH OFFICE: 64 E. Jackson Blvd., Chicago 4, Ill., Phone, Webster 4687,Ed Meltzner; Citizen Bldg., Cleveland, O., Phone, Superior 3850, Louis M. Bloch, Jr.; 216 Tremont St., Boston, Mass., Liberty 9161, Michael Pesanelli. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs and commercial spots, live and film.

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Bass & Co., Inc.

2 Stone St., New York 4, N. Y. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. SERVICES OFFERED: Foreign and domestic market research and analysis, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

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Walter Batchelor Agency, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. SERVICES OFFERED: Package radio shows.

•

Zach Baym

114 Grafton St., Brooklyn 12, N. Y. Phone, DIckens 2-0243. SERVICES OFFERED: A television film rental library, serving television stations, advertising sponsors, and independent television producers with features, westerns, news, comedies, cartoons, musicals, travel, educational, and sports films.

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Beck Recording Studios

1722 Hennepin Ave., Minneapolis 3, Minn. Phone, Main 8731. Managing Director, Joseph H. Beck. SERVICES OFFERED: Producers of electrical recordings and transcriptions for radio broadcast; program building; scripts, talent; production; audition service; off-the-air recordings.

•

V. S. Becker Advertising Service

562 Fifth Ave., New York 17, N. Y. Phone, BRyant 9-7577. Viola S. Becker, Owner. SERVICES OFFERED: Production of package shows and spots for all kinds of Radio and Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

•

The Bentely Agency

6606 Sunset Blvd., Hollywood 28, Calif. Phone, Granite 8606. George Bentel, President. SERVICES OFFERED: Dealing in radio manuscripts, radio packages, television material, International play brokers.

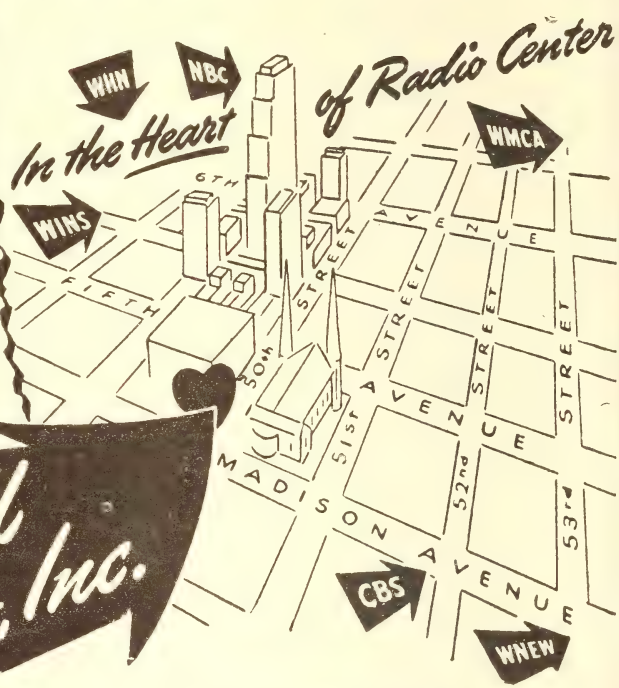
Stanley J. Wolf

RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

★ ★ ★

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, Johns-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.



Rockhill Radio, Inc.

18 East 50th
ELdorado 5-1860

Walter Biddick Company
(Radio Programs Division)

1151 South Broadway, Los Angeles 15, Calif. Phone, RIchmond 6184. Guy M. Biddick, President; Mildred V. Biddick, Vice-President; George E. Link, Sec.-Treas.; Lela J. C. Hill, Office Assistant; Dorothy M. Arnold, Traveling Representative; Doris M. Biddick, Office Assistant. SERVICES OFFERED: Preparing scripts, recording, selling transcribed one-half min. spot announcements for various type businesses, also quarter hour programs.

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G. C. Bird & Associates

311 So. New Hampshire Ave., Los Angeles, Calif. Phone, FAirfax 8603. Manager, G. C. Bird. SERVICES OFFERED: Syndicated dramatic transcribed programs.

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Joseph Bloom

19 West 44th St., New York 18, N. Y. Phone, VAnderbilt 6-5080. President, Joseph Bloom. SERVICES OFFERED: Program production, scripts, musical jingles.

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Ford Bond Radio Productions, Inc.

810 RCA Bldg., W., New York 20, N. Y. Phone, CIrcle 7-2236. President, Ford Bond; Sales Mgr., W. C. Bond. SERVICES OFFERED: Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes, 325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

•

Richard Bradley & Associates

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. President, Richard Bradley; Secretary-Treasurer, B. J. Tunick. Advertising Mgr., Talent Sponsor, Leo Rabens; Program Executive and Dir. of Radio Sales, Merrill W. Fugit; Purchasing Agent, Leo Rabens. SERVICES OFFERED: Transcribed radio productions, script service, program production, air checks, recording, film projection service, radio advertising.

•

Ruth & Gilbert Braun

130 E. 40th St., New York 16, N. Y. Phone, MUrray Hill 3-9580. Gilbert Braun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

Broadcast Productions

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary-Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

•

Allyn Butterfield Prod.

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Pres., Allyn Butterfield. SERVICES OFFERED: Complete production facilities, including studios, recording-scripts, film editing, printing and dev. lab. cameramen, directors, etc., specializing in documentaries, short subjects, news, etc.

•

Byron Productions Co.

730 Fifth Ave., New York 19, N. Y. Phone, CIrcle 6-2677. Owner-President, Edward A. Byron; Production Mgr., Daniel C. Sutter. SERVICES OFFERED: Package producers.

•

The Caples Company

535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 2-0850. Hudson F. Meyer, Vice-President; Ruth D. Folster, Space-Time Buyer; Arthur Gleitz, Production Manager. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing. Vice-President, 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

•

The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. Joseph F. MacCaughtry, Pres., Gen. Mgr.; Joseph Scott, Sec.-Treas. BRANCH OFFICE: Los Angeles, Calif. Joseph Scott, Mgr. SERVICES OFFERED: Radio transcriptions, program productions, script service.

•

Garry J. Carter of Canada, Ltd.

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President. BRANCH OFFICE: 67 W. 44th St., New York 18, N. Y. Phone, MUrray Hill

Kermit-Raymond Radio Productions

presents

RAY GREEN'S
PRODUCTION OF

"HOLLYWOOD'S OPEN HOUSE"

(A Thirty Minute Transcribed Program)

STARRING AS GUESTS EACH WEEK

THE GREATEST STARS OF HOLLYWOOD

in Radio Adaptations of Hit Pictures

The Greatest Comedians of Stage-Screen and Radio

plus

THE ORCHESTRAS OF

RAY BLOCH and ENRIC MADRIGUERA

(second series of 26 shows) *(first series of 26 shows)*

And the Program's Genial Host

JIM AMECHE

On Each Show From Three To Five Big Name Stars
A NAME HOLLYWOOD STAR—A NAME COMEDIAN—A NAME VOCALIST

A PARTIAL LIST OF GUESTS TO DATE IN ORDER OF THEIR APPEARANCE

Marlene Dietrich
Luise Rainer
Allan Jones
Ruth Chatterton
Hildegarde
Ann Rutherford
Henny Youngman
Harry Cool
Margo
Glenda Farrell
Jan Murray
Constance Bennett
Harrington & Hyers
Fay Wray
Joseph Calleia
Block & Sully
Mischa Auer
Walter Abel
Jean Parker
John Carradine
Edith Fellows
Jack Carter
Peter Lorre
Peter Donald
Wendy Barrie
Jerry Cooper
Morey Amsterdam
Joseph Schildkraut
George Givot
Skippy Homeier
Neil Hamilton
Jane Withers
Gregory Ratoff
Elsa Maxwell
Guy Kibbee
Richard Arlen
Nan Wynn
Phil Regan
Adele Astaire
Bea Wain
Jackie Gleason
Romo Vincent
Milton Berle
Joy Hodges
Pat O'Brien
Diana Lewis
Bonita Granville
Jack Pearl
Lucille Ball
Desi Arnaz
Basil Rathbone
Virginia Weidler
Phil Brito
John Loder
Dick Powell
Dinning Sisters
Wesson Brothers
Stuart Erwin
Frances Faye
Danny O'Neil
Stroud Twins
Francis Lederer
Bert Lahr
Roger Pryor
Zasu Pitts
Joey Adams
Jack Benny
Mary Livingston
Phil Harris
"Rochester"
Don Wilson
Martha Scott
Lee Sullivan
Zero Mostel
Kay Francis
Faye Emerson
Ralph Morgan
Helmut Dantine
Buddy Lester
Diana Barrymore
Lew Parker
Roland Young
Monica Lewis
Johnny Morgan
Roddy McDowall
Yvette
Dean Jagger
Anita Louise

WIRE — WRITE — PHONE

KERMIT-RAYMOND CORP.

11 East 52nd Street, New York 22, N. Y. ELdorado 5-5511

2-5168. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

•

Champs-Elysees Radio and Television Production

Paris Office: Théâtre des Champs-Elysées, 15 Avenue Montaigne, Paris 8me. Phone, Balzac 29-64, Elysées 35-25; General Manager, Hilda Jolivet; New York Office: 49 West 46th St., New York 18, N. Y. Phone, BRyant 9-2674; Executive Director, Robert Franc. SERVICES OFFERED: Complete program building and recording service in French, Spanish and English languages. Electrical, magnetic and film transcription for radio and television, international sales organization for European and American commercial radio and television stations, scripts, research, suggestions and package shows with participation of all outstanding French talents.

•

The Bruce Chapman Co.

145 West 41st St., New York 18, N. Y. Phone, WIsconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Cecil Secrest; Research Director, Edythe Roberts; Office Manager, Anna Levy. REPRESENTATIVE: Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800; John Hooley, 111 E. Ave., Rochester 4, N. Y., Phone Stone 162. SERVICES OFFERED: Program production, commercial scripts, package shows.

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Mary D. Chase Productions

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live and transcribed), ideas, scripts, production for radio and television.

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Cineffects, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-0951-2-3-4-5. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

•

Leslie Clucas

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Production of live "packaged" musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

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Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

•

Russell C. Comer Co.

15 West 10th St., Kansas City 5, Mo. Phone, Harrison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept., Bill L. Godden. SERVICES OFFERED: Production of syndicated programs and serials.

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Commodore Productions and Artists

1350 No. Highland Ave., Hollywood 18, Calif. Phone, Ho. 8229-8220. Walter White, Jr., Production Mgr.; Shirley Thomas, Program Dir. and Sales Promotion. BRANCH OFFICE: Commodore Productions, Rep., 521 Fifth Ave., New York 17, N. Y. Phone VAn. 6-1750. Dell Peters. SERVICES OFFERED: Creators of "live" and transcribed programs. Writing, production, talent representation.

•

Jack L. Cooper Radio Advertising Service

2400 W. Madison St., Chicago 12, Ill. Phone, Monroe 9060. Managing Director, Jack L. Cooper; Assistant Mgr., Bob Roberts. SERVICES OFFERED: Recorded and transcribed musical programs.

•

Louis G. Cowan, Inc.

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; John B. Lewellen, Vice-President; Robert D. Michels, Vice-President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Treasurer-General Manager; Florence M. Muller, Production; Marijean Isaac, Publicity; Rachel Stevenson, Research. BRANCH OFFICES: 8 So. Michigan Ave., Chicago 3, Ill., Phone, RAndolph 2022, John B. Lewellen, Robert D. Michels, 6331 Holly-

These Outstanding Shows Produced by

MORTON RADIO PRODUCTIONS

Are Now Available

THE HOMETOWNERS...

156 fifteen minute episodes

NBC Stars — American Music

JUST COMPLETED

JOE EMERSON'S HYMNTIME . . .

Star of "Hymns of all churches"

156 fifteen minute episodes

America's top hymn show

LOUISE MASSEY and the WESTERNERS . . .

Network Stars

156 fifteen minute episodes

Radio's finest western musical starring Curt Massey

SO THE STORY GOES . . .

260 fifteen minute episodes

The greatest story telling series in the history of radio

THIS IS THE STORY . . .

Featuring Ed Prentiss, network star. Producing another 260 fifteen minute episodes . . . making these two series the largest collection of story material ever offered.

MORTON RADIO PRODUCTIONS, Inc.

360 N. MICHIGAN AVE. CHICAGO 1, ILL.

wood Blvd., Hollywood 28, Calif., Phone, HIllside 5337. J. Riley Jackson, Jr. SERVICES OFFERED: Production network programs (package). Production transcription programs.

•

Damon Recording Studios, Inc.

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Victor Damon, President & General Manager. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased.

•

Charles Davis Radio & Television Productions

147 Raymond St., Hasbrouck Heights, N. J. SERVICES OFFERED: Creation of live and transcribed radio and television shows.

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Gordon M. Day Adv. Service

145 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-3460. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Copy Supervisor. BRANCH OFFICE: Jack Rourke Productions, 6331 Hollywood Blvd., Hollywood 28, Calif., Phone, GRanite 1950, Jack Rourke. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles.

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Roy De Groot Consultants, Inc.

17 E. 48th St., New York 17, N. Y. Phone, WIckersham 2-1127. Roy De Groot, Pres.; Talbot Rantoul, Chairman of the Board; Katherine Hynes, Secty-Treas.; Richard Dana, Chief, Script Dept. SERVICES OFFERED: Consultants in public relations through radio and motion picture production. Specialists in radio production for wire and tape recording. Consumer and market research. Industrial labor relations through radio. Producers of transcribed series: "If I Had My Way . . ." and "Told at the Seven Seas Club."

•

Jerry Devine Productions

6331 Hollywood Blvd. Phone, GRanite 7675 or HEmpstead 8163. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; Lee Meyers, Publicity. SERVICES OFFERED: Packaged radio programs.

Virginia Doak Agency, Inc.

6381 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 0174. Virginia Doak, Mgr.; Paul Cruger, Story and Radio Dir.; Lawell D'Arcy, Talent Dept.; Charles Mays, Music and Variety Acts. SERVICES OFFERED: Complete custom-built programs and individual script service.

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Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

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Harry S. Dube

1270 Avenue of the Americas, New York 20, N. Y. Phone, COlumbus 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

•

Ed East Creative Recorded Spots

910 Taft Bldg., 1680 N. Vine St., Hollywood 28, Calif. Phone, Gladstone 3352. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

•

W. M. Ellsworth

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 0942. SERVICES OFFERED: Custom transcriptions, radio programs, script shows, talent.

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Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaager, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

•

Entertainment Enterprises, Inc.

38 Central Park South, New York 19, N. Y. Phone, PLaza 9-1120. Brent O. Gunts, President; Denes Agay, Vice-President; George G. Herz, Sec.-Treas. SERVICES OFFERED: Radio production, artists representatives, packages.

TELEVISION-FILM PRODUCER

with

COMPLETE PRODUCTION FACILITIES INCLUDING STUDIOS—RECORDING—SCRIPTS—FILM EDITING —PRINTING AND DEVELOPING LABORATORIES.

WE SPECIALIZE IN DOCUMENTARY SHORT SUBJECTS—NEWS AND OTHER FILMS OF DISTINCTION.

EQUIPPED TO PRODUCE SHORTS AND FEATURES DESIGNED FOR TELEVISION.

Executive Producer

UNIVERSAL PICTURES
REPUBLIC PICTURES
METRO-GOLDWYN-MAYER

***Managing Editor*—R.K.O. PATHE NEWS—UNIVERSAL NEWS**

Selected by the Motion Picture Industry to Produce the Official Films of the United Nations Conference

ALLYN BUTTERFIELD
PRODUCTIONS

6823 Santa Monica Blvd. Hollywood 38, Cal.

Telephone: Hollywood 3961

Exclusive Radio Features Co., Ltd.

225 Mutual St., Toronto, Ont., Canada. Phone, Waverly 9419. President, A. J. Lewis. SERVICES OFFERED: Tailor made, live or transcribed shows.

•

Fadiman Associates, Ltd.

1501 Broadway, New York 18, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

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Fanchon & Marco (F & M Stageshows, Inc.)

1501 Broadway, New York 18, N. Y. Phone, CHickering 4-3956. SERVICES OFFERED: Production, talent, package shows.

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Fenton Productions

38 E. 57th St., New York 22, N. Y. Phone, PL 5-2940. Mildred Fenton, Howard Barnes. SERVICES OFFERED: Package Productions.

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Films Associates, Inc.

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs. SERVICES OFFERED: Transcription producers. No library. No scripts sold. Producers of Industrial motion pictures and slidefilms. Complete recording facilities all media.

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Maggy Fisher

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRyant 9-9580. Assistant, Useulte Simone. SERVICES OFFERED: Package Shows. Radio Production. Television Production.

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Five-Minute Features

822 South Park View, Los Angeles, Calif. Phone, Federal 1936. Director, Cal Frederick (Services, Script).

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Edward H. Ford

156 West 44th St., New York 18, N. Y. Phone, BRyant 9-6624. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach, Ethel Dillon. SERVICES OFFERED: "Can You Top This?"

Harry E. Foster Agencies Limited

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6373. H. E. Foster, President; T. J. Quigley, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Copy Chief; C. Ralph, Account Executive; R. A. Cauley, Acct. Exec., Don Dickson, Radio Dept. BRANCH OFFICES: Room 128, Sun Life Building, Dominion Square, Montreal. Phone, BElair 1984. J. C. Nicholls, Rep. 119 W. Pender St., St., Vancouver, B. C. Phone, TAtlow 1171. Leagh Webster, Rep. 612 Barrington St., Halifax, N. S. Phone, 3-7301. Ervin S. Murray, Rep., SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

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Allen A. Funt Radio Productions

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. SERVICES OFFERED: Network, live, transcribed and syndicated programs.

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Gainsborough Associates

507 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 2-8288-9-8290. Jack D. Gaines, Mgr.; Nathan M. Rudich, Radio Dir.; Mike Jablons, Public Relations Dir.; Arlene Shelly Gaines, Talent Supervisor. SERVICES OFFERED: Produce radio and television package shows. Provide talent for radio series, special broadcasts, etc. Publicity and public relations consultants to radio stations, advertisers, radio and television programs, radio personalities, and fund raising organizations using radio. Writers and directors offered for existing or proposed radio and television program series. Transcribed program series produced and distributed to radio stations for advertisers in 13, 26, and 52 week contracts.

•

Gale, Inc.

48 W. 48th St., New York 19, N. Y. Phone, LOngacre 3-0350. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete package program service.

HENRY SOUVAINE, INC.

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General Artists Corp.

1270 Avenue of the Americas, New York 20, N. Y. Phone, CIrcle 7-7543. Thomas G. Rockwell, President; Jack Philbin, Danny Hollywood. BRANCH OFFICES: 9028 Sunset Blvd., Hollywood, Calif. Phone, Crestview 1-8101. Milton W. Krasny Radio Sales; 360 N. Michigan Ave., Chicago, Ill. Phone, State 6288. Bob Weems; 1511 Carew Towers, Cincinnati, Ohio. Phone, Main 1197. Frank Hanshaw. SERVICES OFFERED: Program production, package shows, artists' representatives.

•

General Broadcasting System

Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Manager, Robert Haviland. SERVICES OFFERED: Custom-built radio transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

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William Gernannt

6253 Hollywood Blvd., Hollywood 28, Calif. SERVICES OFFERED: Package production.

John E. Gibbs & Co.

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

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Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, WIckersham 2-3338. Harry S. Goodman, President and General Manager; Everett F. Goodman, Vice-Pres.; H. Knuth, Secretary; Stanley Florsheim, V.-P. Chg. of Special Attractions; Daniel R. Goodman, V.-P. Chg. of West Coast; William Fender, Radio Dir.; Samuel Medoff, Musical Dir.; BRANCH OFFICE: 1777 N. Vermont Ave., Los Angeles, Calif. Daniel R. Goodman. SERVICES OFFERED: Transcribed and "live" radio programs. Syndicated and custom-built spot announcements. Television programs and spots.

•

Gotham Radio Productions, Inc.

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi,

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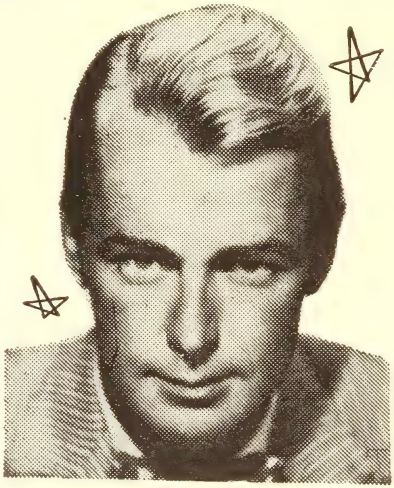

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Alan Ladd—Paramount Pictures' great star—plays a part tailor-made for him . . . a man of action . . . a daring, versatile fiction writer who *advertises* for *adventure* . . . and gets it the *hard* way! 39 shows in series.

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*It happened in San Francisco, where the first Hooper on "Box 13" was taken. The time—10-10:30 P.M. The station—ABC's KGO. The Hooperating (and get this) — 8.0 — That's 33 1/3% of the total audience. And this was only the seventh show of the series! There's proof that given a great name motion picture star in the right vehicle with superb acting, direction, music and stories, you can get hordes of people to listen—it's happening in dozens of markets.

Gen. Mgr.; James Breetveld, Script Editor; Morton Fleischmann, Talent Dir-; Jerry Gregoris, Research Dir. SERVICES OFFERED: Live package productions, talent.

•

John Guedel Radio Productions

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Ned Crawford; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Walter Schmidt, Hy Freedman, Ed Tyler, Harry Stapf. SERVICES OFFERED: Producers of network package radio programs.

•

Leland Hayward, Inc. (MCA Management, Ltd.)

444 Madison Ave., New York, N. Y. Phone, ELdorado 5-4100. BRANCH OFFICE: MCA Artists, Ltd., 9370 Burton Way, Hollywood, Calif. Phone, Crestview 6-2001. SERVICES OFFERED: Program production.

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George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Leo J. Strini. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, slide film recording, sound for mechanical displays.

•

Arthur Henley

88-04 63rd Drive, Forest Hills, N. Y. Phone ILlinois 9-6729. SERVICES OFFERED: Radio programs written to order, on-the-air shows analyzed and repaired, packages prepared and produced on option. Comedy a specialty, analyzed by mathematics.

•

Hoffberg Productions, Inc.

620 Ninth Ave., New York 18, N. Y. Phone, CIrcle 6-9031-2. J. H. Hoffberg, President. SERVICES OFFERED: 35 mm. and 16mm. of features and short subjects for television broadcasts.

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William F. Holland Radio Productions

Hotel Sinton, Cincinnati 2, Ohio. Phone, Main 3450, Parkway 7584. William F. Holland, Gen. Mgr. SERVICES OFFERED: Custom-built radio spot announcements and radio programs, live and transcribed.

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Howard House Radio Productions

206 Columbia Bldg., Portland 5, Ore. Phone, Beacon 8835. Cloyde P. Howard, Owner-Mgr. SERVICES OFFERED: Package and custom-built radio programs, live and transcribed.

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Ted Hudes Radio Consultants

39 E. 36th St., New York 16, N. Y. Phone, MUrray Hill 9-2440-2473, BOulevard 8-3065. Ted Hudes, Owner. SERVICES OFFERED: Produce public service transcribed programs, distribution over 400 stations from coast-to-coast, handle radio accounts for commercial and non-commercial institutions.

Hummert Radio Features

247 Park Ave., New York 17, N. Y. Phone, WIckersham 2-2700. Partners: Frank & Anne Hummert. BRANCH OFFICE: 289 Greenwich Ave., Greenwich, Conn. Phone, Greenwich 4620. SERVICES OFFERED: Creators and producers of network radio productions.

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Inter-California Broadcasting System

253 So. Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Mgr., Gustavo Faist Moran; Sales Manager, Juan Ortiz; Secretary-Continuity Writer, Julia R. Ballesteros. SERVICES OFFERED: Production of Spanish Language Programs, over Station XEGM, Tijuana, B. C.

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International 16mm Corporation

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. SERVICES OFFERED: Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm.

WILLIAM GERNANNT

International Prods., Ltd.

King Edward Hotel, Toronto, Ontario, Canada. Phone, Elgin 6376. Gordon Forsyth, In Charge of All Production; T. J. Quigley, Radio Time Buyer; Wm. Orrett, Chief Engineer; Gordon E. Howard, Script and Commercial Copy Writer; Irene Fisher, Script Production. SERVICES OFFERED: Complete radio programs, live and transcribed; recording facilities and public address systems.

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International Radio & Television Features

322 E. 55th St., New York 22, N. Y. Phone, Plaza 5-5781. Executive Director, Jack H. Lloyd. SERVICES OFFERED: Complete production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm. films for television, custom-built audition scripts for talent, foreign language programs and commercials, program ideas and consultation.

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Harry Jacobs Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: Producer of radio shows, also sales representative for other producers.

Estella H. Karn

49 West 45th St., New York, N. Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

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Kasper-Gordon Studios, Inc.

140 Boylston St., Boston 16, Mass. Phone, Devonshire 8-7357. President and Production Mgr., Edwin H. Kasper; Treas. & Dir. Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Chief Engineer, Forrest L. Bishop; Secty., Theresa Fahey; Special Events Recordings, Edward Richards; Sales & Production, Kenn Schaffer; Sales, Robert A. Arnold. SERVICES OFFERED: Oldest syndicated transcription producer in the U. S.; recordings; program production; originators of transcribed musical spots; talent; scripts; live & transcribed custom-built programs; air checks; remote recordings; phonograph records; musical library; manufacturer of transcription playback machines (portable).

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Kermit-Raymond Corporation

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Ed Hart's transcribed weekly forum:

"IS CONGRESS DOING ITS JOB?"

√ Now in its third year.

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Treasurer, William J. McCambridge; Vice-President & General Manager, Raymond R. Green; Business Mgr., Theodore Green. BRANCH OFFICES: 485 Madison Ave., New York, N. Y. Phone, EL 5-4364. Walter Keane, Vice-Pres.; 540 No. Michigan Ave., Chicago, Ill. Phone, Mohawk 0015. Charles Puffer, Chicago Sales Mgr.; 9121 Sunset Blvd., Hollywood, Calif. Phone, Crestview 6-1071. Harold Lambert, West Coast Sales Manager. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultants.

•

Sam Kerner Productions

20 West Burbank Blvd., Burbank, Calif. Phone, Charleston 0-2111. Exec. in Chg., Sam Kerner; Sales Mgr., Carl Aultman; Producer & Dir., Billy Gray; Office Manager, Murial Gail. SERVICES OFFERED: Program production, syndicated transcriptions, talent, custom built spot announcements.

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Landau Broadcasting Service

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. Program Director, Herman Younglieb. SERVICES OFFERED: Program production, script.

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Lang-Worth Feature Programs, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, John Mayo, Pierre Weis; Staff Script Writers, Louis Tappe, Doris Kaye, Ira Knaster; Office Manager, C. O. Langlois, Jr. SERVICES OFFERED: Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed, syndicated shows.

•

C. O. Langlois, Inc.

Steinway Hall, 113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

•

Lawston Productions

6700 Sunset Blvd., Hollywood 28, Calif., Phone, Hillside 7720. Executives: B. Eaton Lawrence, J. H. Johnston, Partners. SERVICES OFFERED: Producers of

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WITH

MILTON CROSS

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"PIANO PLAYBOYS"

"CY" WALTER

"STAN" FREEMAN

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radio programs, also sales representatives of other producers.

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Don Lee Productions

1313 N. Vine St., Los Angeles, Calif. Phone, Hollywood 8111. Recording Supervisor, Eddie Delapina. SERVICES OFFERED: Recording, program production.

•

The W. E. Long Co.

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. L. R. Wolfe, President; Harold Gingrich, Director of Radio; Jessica Petrie, Office Manager; Eugenia Minetz, Chief of Copy; Paul Quan, Hollywood Producer; Betty Russell, Chicago Producer. SERVICES OFFERED: Transcribed radio shows, musical library, script shows, telephone money shows, transcribed spot announcements for wholesale bakery accounts and radio stations.

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Phillips H. Lord, Inc.

501 Madison Ave., New York 22, N. Y. Phone, WIckersham 2-2211. Phillips H. Lord, President; John O. Ives, Vice President; Dorothy E. Levy, Manager; Leonard L. Bass, Program Supervisor; General Manager, Dorothy E. Levy. SERVICES OFFERED: Package shows.

•

Mac Davis Sports Features

1 Montgomery Place, Brooklyn 15, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Syndicated sport-scripts service. Also sport programs and features created, built and produced for live and transcribed shows for national, regional or local use. Ideas and scripts supplied for all types of sport programs. Also sport programs for television.

•

C. P. MacGregor

729 So. Western Ave., Los Angeles 5, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Sales Manager, F. J. Rudolph; Manager, George R. Jones. BRANCH OFFICE: 342 Madison Ave., Room 804, New York, N. Y. Phone, VAnderbilt 6-0492-3. Nat V. Donato. SERVICES OFFERED: Complete transcription service, recording, processing and pressing. All types of production for various clients, spots, etc., drama and music library service.

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PRESIDENT

EDWARD A. BYRON

George W. Allen

Producer - Director

"THE WHISTLER"

C.B.S.

Haven MacQuarrie Ideas

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written, specializing in comedy situations, 1 to 30 minutes.

•

Alexander McQueen & Associates

522 N. Lakewood Ave., Chicago 40, Ill. Phone RAVenswood 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

•

The Ted Mack Co.

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, research and commercial copy service, producers of Kaiser-Frazer Sunday evening tele show now on the air.

Management Corp. of America

745 Fifth Ave., New York 19, N. Y. Phone, WIckersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, David Werblin; Vice-President, Harold Hackett; Vice-President, Bart McHugh. SERVICES OFFERED: Program production, package shows.

•

Harvey Marlowe Television Associates, Inc.

221 W. 57th St., New York 19, N. Y. Phone, CIrcle 7-5919-20. Harvey Marlowe, President; Helen Marlowe, Vice-Pres. & Treas.; Fredric H. Stange, Sec. & Mgr.; Iran Berlow, Art Dir.; Katherine Kirkbride, Tele Prod.; Sidney Bard, Copy Chief; Wayne Wirth, Sales Dir.; Don Celentano, Technical Assistant. BRANCH OFFICE: 6402 N. Park Ave., Philadelphia 26, Pa. Phone, Livingston 9-7262. Ethyl Foster. SERVICES OFFERED: Television consultants, live and film productions, commercials, minute spots, weather spots, animation, semi-animation, stop-motion, newsreels, documentaries.

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author

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946 S. Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. President, Fred C. Mertens; Sales Manager, G. L. Price. SERVICES OFFERED: Program Productions, Transcriptions, Commercial Copy Service, Scripts, etc.

•

Charles Michelson, Inc.

23 West 47th St., New York 19, N. Y. Phone, CHickering 4-5058-9. President, Charles Michelson. BRANCH OFFICES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Philip Johnson, South 1st & "B" Sts., Richmond, Ind. Phone, 1117. Harry Gennett, Jr., Offices in Sydney, Australia; Johannesburg, S. A. and London, Eng. SERVICES OFFERED: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

•

Michelson & Sternberg, Inc.

23 W. 47th St., New York 19, N. Y. Phone, CH 4-5060. President-Secretary, Aaron Michelson; Vice-President, Charles Michelson. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

•

Allan H. Miller Agency

2029 Riverview Court, Toledo 2, Ohio. Phone, WAlbridge 6611. Arthur S. Vernon, President; A. S. Vernon, Jr., Vice-President; Mrs. Mary Miller, Secretary-Treasurer & General Manager. SERVICES OFFERED: Program production, scripts, talent and station promotion (through Animated Movie-Sign display).

•

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, Crestview 1-5275 and BRadshaw 2-4616. Les Mitchel, President-Producer-Director; G. Madelon Mitchel, Secretary-Treasurer & Sales Manager; Gerry Day, Script Editor; June Hanson, Talent & Production Manager. SERVICES OFFERED: Production for Radio & Screen & Package Shows.

•

Mole, Davis, Inc.

105 W. 55th St., New York 19, N. Y. Phone, CIrcle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. BRANCH OFFICE: 1600 Summit

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•

Raymond R. Morgan Co.

6233 Hollywood Blvd., Hollywood 28, Cal. Phone, Hempstead 4194. General Manager, Craig Davidson; Vice-President, Robert Temple; BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-charge) Clyde Joice: Raymond R. Morgan Co., San Francisco, California, 260 California Street. Porter Anderson in charge; SERVICES OFFERED: General Advertising, Merchandising and radio production.

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William Morris Agency, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. BRANCH OFFICES: 203 N. Wabash Ave., Chicago, Ill. Phone, State 3632. 202 N. Canon Drive, Beverly Hills, Calif. Phone, Crestview 1-6161. Executive-in-Charge, George Gruskin. SERVICES OFFERED: Production of package shows.

Carlton E. Morse Productions

1500 Vine St., Hollywood 28, Calif. Phone, Hollywood 6161. Carlton E. Morse, President; Clinton E. Twiss, Vice-President; Clifford Anderson, Secretary.

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Morton Radio Productions, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

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Music Corporation of America

(MCA Management Ltd.)
(MCA Artists Ltd.)

598 Madison Ave., New York 19, N. Y. Phone, WIckersham 2-8900. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. 610 Book Bldg., Detroit, Mich. Phone, Randolph 2604; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. SERVICES OF-

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FERED: Servicing all phases of radio; production, talent, package shows.

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Muzak Corporation

(For detailed listing see Transcription Section.)

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NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, H. P. Hayes; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Willis B. Parsons; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck; Sunset and Vine Sts., Hollywood, Calif. Phone Hollywood 6161. Manager, Oscar C. Turner Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William Andrews. SERVICES OFFERED: NBC Thesaurus (musical program service); NBC Syndicated Programs (recorded dramatic, variety, musical shows, etc.); NBC Custom-Built Programs (for regional and national spot advertisers); simultaneous recordings of network and studio programs, recording service for advertisers and agencies, reference or audition recordings, NBC Orthacoustic transcriptions.

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National Concert & Artists Corp.

711 Fifth Ave., New York 22, N. Y. Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Secretary-Treasurer, Thomas Reilly; Radio-Recording-Television, Joseph M. Barnett. BRANCH OFFICES: Suite 1812, Bangers Bldg., 105 W. Adams St., Chicago, Ill. Phone, Dearborn 5813, D. L. Cornetet, 9059 Sunset Blvd., Los Angeles, Calif. Crestview 1-7121. Fred H. Hamilton, 79 Post St., San Francisco, Calif., Phone, Yukon 6-4294, Alexander Haas. SERVICES OFFERED: Talent for concert-opera-radio-television, Speakers and special attractions in lecture field, Package programs and ideas for radio and television.

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National Radio Features

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice-Pres. & Gen. Mgr.; Don Williams, District Mgr.; Martha Furman, District Mgr.; Ruth Pearl, Publicity Mgr. SERVICES OFFERED: Special radio transcribed and live programs for use as campaigns with radio stations. Using constructive material furnished to enhance radio stations call letters and position on dial. The house of specialized campaigns presenting three specialized features, "Veterans of Victory," "Boost and Buy" and the sensational new program "Radio on Call." Brings added mail, listening audience and station prestige. Free weekly $25 U. S. Savings bonds. Carries talks by heads of Legion and veteran administration commanders. Coast to coast as "Good Will Ambassadors" for Radio Stations.

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Neblett Radio Productions

360 North Michigan Ave., Chicago 1, Ill. Phone Central 4144. President, Morton Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

Lilian Okun, Inc.

2 West 67th St., New York 23, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Specialize in women's and children's programs, television programs; complete programs prepared.

•

Johnny Olsen's American Productions

1697 Broadway, New York, N. Y. Phone, CIrcle 5-6215. John L. Olsen, Owner; Penny Olsen, Treas. & Gen. Mgr.; John Gibbs, Consultant. SERVICES OFFERED: Production and performance of package shows for Radio and Television.

•

Original Radio Productions, Inc.

130 E. 40th St., New York, N. Y. Phone, MUrray Hill 3-9580. Harmon Yaffa, Pres.; Anthony Gablik, Vice-Pres.; H. Lawrence Laupheimer, Sec.-Treas. SERVICES OFFERED: Creators and producers of radio and television programs.

•

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17 East 42nd St., New York 17, N. Y.

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Producer — Director — Writer

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"Fact and Fallacy" Transcribed

In association with Gordon M. Day Productions, New York and Boston

Phone MUrray Hill 2-0810-1. President, Eugene Bernald; Manager, Arthur Gordon. REPRESENTATIVES: F. R. Jones, Chicago, Ill.; F. R. Jones, Homer Griffith Co., Hollywood, Calif.; Homer Griffith. Homer Griffith Co., San Francisco, Calif., Theo. B. Hall. SERVICES OFFERED: Recorded programs of 15 minute and half-hour duration, for English language export markets such as Panama, British Guiana, Trinidad, Barbados as well as Alaska. Programs available to sponsors, gencies.

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Jack Parker & Associates

Box 2222, Hollywood 28, Calif. Temp. phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Gen. Mgr. & Exec. Prod.; Ray Bond, Associate Producer; Betty Underwood, Chief Script Editor; William West, Script Writer. SERVICES OFFERED: Scripts, transcribed programs, live programs, commercial copy and full radio relations service to advertisers, and stations.

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Leo J. Paulin & Associates

1627 "K" St., N.W., Washington 6, D. C. Phone, National 9349-9325. Pres. Leo J. Paulin; Vice-President, Vera Cassidy Ash. SERVICES OFFERED: Ideas, scripts, production, direction for advertising agencies, Stations and Sponsors.

Sleepy Joe

Art Baker's Notebook

Uncle Remus

★

Produced by

THE CARDINAL COMPANY

Hollywood

•

Peterson Radio Productions

1457 Broadway, New York 18, N. Y. Phone, MUrray Hill 6-5669. Producer-Director, Donald Peterson; Script Writers, Stanley Whitman, Leonard Allen, Jean Eickes; Engineer, M. P. Frutchey. SERVICES OFFERED: Religious programs, public relations radio programs.

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Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-4111. Kent Cooper, President; Oliver Gramling, Vice-Pres BRANCH OFFICES: Located in 100 principal cities throughout the U. S. SERVICES OFFERED: Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio —of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the unusual experience of news reporters throughout the country, 78 episodes available.

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Eugenia Price Productions

75 E. Division St., Chicago 10, Ill. Phone, Delaware 4375. Owner, Eugenia Price. Represented by MCA Artists Ltd., 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. SERVICES OFFERED: Producers of The Addison Pelletier Show available on open-end transcriptions, custom built live and transcribed shows and commercial spots.

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George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President, G. L. Price. SERVICES OFFERED: Packaged transcribed shows, 15 and 30 minutes. Shows built or scripts written to order. Singing jingles, comedy, and other transcribed commercials to order.

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Prockter Radio Productions, Inc.

1270 Avenue of the Americas, New York 20, N. Y. Phone CIrcle 6-4091. President Bernard J. Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Loweinthan; Director of Public Relations, Clement J. Wyle. SERVICES OFFERED: Live network programs.

Program Productions

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6320. Wilbur B. Stark, President; Jerry Layton, Secretary-Treasurer. SERVICES OFFERED: Package and produce musical and dramatic shows for radio and television. Talent representation of radio personalities, performers and writers.

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Progressive Radio Advertising Co., Inc.

260 E. 161st St., New York 51, N. Y. Phone, MElrose 5-5522. Lido Belli, President-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

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Quality Radio Productions

6047 Hollywood Blvd., Hollywood 28, Hillside 2151.

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Radio Events, Inc.

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. President, Julienne Dupuy. SERVICES OFFERED: Production, scripts, casting for radio and television.

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Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. REPRESENTATIVE: Towers of London, Ltd., 84 Hallam St., London, W. 1. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service.

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Radio Producers of Hollywood

1651 Cosmo, Hollywood 28, Calif. Phone, Hollywood 8318. Owner & General Manager, Lou R. Winston; Station Relations, Mary Staggs. SERVICES OFFERED: Open and transcribed feature programs. Syndicated and package programs.

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Radio Production Service

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Rosmary Colihan Whitford, Asst. Dir.; Merrill Towne, Charge of Music & Copyright; Mary Lincoln, Prize Supervisor. BRANCH OFFICE: 654 Madison Ave., New York, N. Y. Phone, PL 9-3569. Rita Burke. SERVICES OFFERED: Program production, live package shows.

Radio Program Management

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. SERVICES OFFERED: Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

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Religious News Service

381 Fourth Ave., New York 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

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Richman Productions

10 East 43rd St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Howard Richman, Pres.; Bill Richman, Gen. Mgr.; Charles Cromer, Exec. Dir.; Ed Sandford, Prod. Dir.; Harold Levey, Musical Dir.; Howard T. Longfellow, Research Dir.; Natalie Meader, Personal Dir. SERVICES OFFERED: Transcriptions and package productions. Talent Representation.

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Robinson Recording Laboratories

2022 Sansom St., Philadelphia 3, Pa. Phone, Locust 7-4731. Proprietor, W. P. Robinson. BRANCH OFFICE: 35 S. 9th St., Philadelphia 7, Pa. Phone, Walnut 2-6800 W. W. Jost. SERVICES OFFERED: Manufacture transcription turntables, professional recording machines, and transcription tone arms. Make transcriptions, master records, and offer pressings, and make audition and delayed broadcast discs.

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Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, ELdorado 5-1860. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President. SERVICES OFFERED: Live and transcribed shows.

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E. J. Rosenberg

50 E. 77th St., New York 21, N. Y. Phone, REgent 4-7567. SERVICES OFFERED: Live and transcribed programs.

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Jack Rourke Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone Granite 1950. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Associates, Wendell Noble, William Greene, Frank B. Reeves. Affiliation with Gordon M. Day Productions, 145 East 53rd Street, New York, N. Y. PLaza

3-3460, and 120 Boylston Street, Boston 16, Massachusetts, Hancock 9343. SERVICES OFFERED: live and transcribed radio programs, spots an jingles.

•

James L. Saphier Agency, Inc.

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President; Bert D. Prager, Vice-President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

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Schramm Studios

4000 Canal St., New Orleans 19, La. Phone, Galvez 5914. Director, Joseph C. Schramm; SERVICES OFFERED: Off air checks for out of town advertisers.

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Bernard L. Schubert, Inc.

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert; Saul Reiss, Joseph Graham; BRANCH OFFICE: Radio Artists Corp., 366 No. Cadmen Dr., Beverly Hills, Calif. Phone, Crestview 5-6787. Bernard Schubert; Maxine Anderson. SERVICES OFFERED: Talent production, package management.

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Screencraft Pictures, Inc.

341 W. 44th St., New York 18, N. Y. Phone, CIrcle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OFFERED: Distributors of 16 and 35 mm. features and shorts.

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Script Associates

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, President. BRANCH OFFICE: 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. SERVICES OFFERED: Promotion of show written by Lary Purdin, "Lines for Living." Now in third year of five day a week broadcast. In areas covered by Conlan survey it is highest rated daytime broadcast local or network. Available in weekly packages for five fifteen minute broadcasts.

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Selected Radio Features

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEmpstead 3583. Joseph Lowe, Vice-Pres. SERVICES OFFERED: Producers, owners and sales agents of transcribed "package" and syndicate radio programs, "Music From Hollywood And Vine," 130 programs available; "Jimmy Wakely's Western Song Parade," 39 programs available.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

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Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, Plaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible, Promotion, A. Alan Levin. SERVICES OFFERED: Musical and dramatic package programs for radio and television; films; transcriptions; talent; scripts.

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Fletcher Smith Studios, Inc.

1585 Broadway, New York 19, N. Y. Phone, CIrcle 6-5280-1. Fletcher Smith, President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. SERVICES OFFERED: Film production for television, specialty animation, complete art and photographic staff and equipment.

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Sound Studios, Incorporated

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, Republic 1984-5. President, Robert J. Coar. SERVICES OFFERED: Transcriptions, program production for television.

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The Sound Workshop, Inc.

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203 Producer-Director, Robert E. Grey; Casting, J. R. Lorenz; Sound, R. W. McPhail; Chief Engineer O. J. Vital. SERVICES OFFERED: All types recording, complete program production, syndicated and custom-built transcribed phonograph records, etc.

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Soundscript Radio Productions

6600 St. Francis Terrace, Hollywood 28, Calif. Phone, Hollywood 8644. Jimmie Allen, Prod.-Dir.; Staff: Ken Harvey, Jack Little, John Hamilton, James Hayward, Al Peto, Jane Topper, Steve Callihan. SERVICES OFFERED: Syndicated, transcribed shows, representing "Rip Lawson, Adventurer," Juvenile strip show.

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Henry Souvaine, Inc.

30 Rockefeller Plaza, New York 20, N. Y. CIrcle 7-5666. Henry Souvaine, President; Russell E Dill, Vice-President; A. U. Braunfeld, Secretary. SERVICES OFFERED: Package production for radio.

Spot Radio Service

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Creative writing and production service for advertising agencies. All types of spot announcements including jingles.

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Spot Specialists

6000 Sunset Blvd., Hollywood 28, California. Phone, Granite 9583. Harry R. Jacobs, Robert L. Schaus, Partners. SERVICES OFFERED: Transcribed radio spot announcements created for every retail industry or business.

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Charles Stark Productions Corp.

366 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Now on the air with the "Stanback For Peter Donald Show," 15-minute transcribed show for Stanback Headache Powders. Package producers of 15 and 30-minute live shows as well.

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Richard Stark & Company

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-7337-8. SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

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Starr Radio Productions, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Phone, Dearborn 5164. Jack Starr, Pres. SERVICES OFFERED: Temperatunes and spot jingles, transcribed and live shows.

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Telecast Productions, Inc.

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. SERVICES OFFERED: Packaged productions.

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Telemated Cartoons

70 E. 45th St., New York 17, N. Y. Phone, MUrray Hill 6-8933. Prod.-Dir., Saul S. Taffet. SERVICES OFFERED: Production of television-animated-commercials through animated cartoons on motion picture film, in 35 mm. or 16 mm. or in still cartoon form, Musical jingles and spots written and produced to meet individual requirements for television presentation.

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Television Films of America

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Exec. Prod.; Allen Buick, Gen. Mgr.; Ross Van Nibroc, Assoc. Prod.; Betty Underwood, Chief Script Editor; Mary Blue, Editor of Women's Program Dept.; Gene Noel Clarke, Assoc. Prod.; Barry Du Barry, Television Research Editor. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order.

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Television-Radio Enterprises, Inc.

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kirl B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

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Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRadshaw 2-1457; CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres & Dir. of Sales. SERVICES OFFERED: Transcribed and live radio shows available for local, regional or national sponsorship. Type of shows available: musical, dramatic, mystery, western and hillbilly. Length: 5-minute, 15-minute and 30-minute.

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Three Minute Sermons, Inc.

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 24873, Hillside 7124, Ext. 20. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer; Gene Noel Clarke, Assoc. Prod.; Mary Blue, Script Writer; Ben Gaye, Public Relations. SERVICES OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live or transcribed.

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Towers of London, Ltd.

37 West 46th St., New York 19, N. Y. Phone BRyant 9-9622. Harry Alan Towers, President; Oliver W. Nicoll, Vice-

President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package live shows, international radio service.

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Transamerican Broadcasting & Television Corp.

1 East 54th St., New York 22, N. Y. Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

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Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. President & General Manager, M. E. Moore. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

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Transcription Sales, Inc.

117 W. High St., Springfield, Ohio. Phone, 2-4974. President, J. P. Williams; Vice-President, Alna Karns. BRANCH OFFICES: 47 W. 56th St., New York 19, N. Y. Phone, CO 5-1544. Edward Hochhauser, Jr., Mgr. Eastern Div.; 6381 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5600. Roger B. Read, Mgr. Western Div. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities.

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Transfilm, Inc.

35 W. 45th St., New York 19, N. Y. Phone BRyant 9-6540. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Vice-President Chg. Sales, Charles T. Merritt; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities and personnel for production of motion pictures for Television, commercial and industrial clients, in black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, artists, cameramen, film editors.

•

Trendle-Campbell

1800 Stroh Bldg., Detroit 26, Mich. Phone, RAndolph 9184. Owners, George W. Trendle; H. Allen Campbell. SERVICES OFFERED: Owners and producers of dramatic serials; The Lone Ranger; The Green Hornet; Challenge of the Yukon, etc.

•

Twin City Television Lab.

(A Division of Beck Studios, Inc.)

Lyceum Theater Building, Minneapolis, Minn. Phone, MAin 7762. Joseph H. Beck, Pres.-Exec. Dir.; William E. Gage, Technical Supervisor. SERVICES OFFERED: Television programming, production and consultative service.

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United Press Association

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news service, news scripts, news research.

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United States Recording Co.

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, District 1640. President & General Manager, Joseph Tait; Business Manager, Harry J. Penn; Sales Manager, Bill Ross; Chief Recording Engineer, H. P. Meisinger; Manufacturing Manager, Irving Linkow; Chief Research Engineer, Carl Mayfield. BRANCH OFFICE: 3700 Jefferson-Davis Highway, Alexandria, Va. Phone, Di. 1640. Irving Linkow. SERVICES OFFERED: Recording and transcription service, script and production service, air checks of domestic and short wave broadcasts. Specializing in complete recording and transcription installations. Manufacturers of Speech input equipment, sound effects consoles, portable transcription equipment and special equipment.

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Unitel, Incorporated

1730 N. Las Palmas, Hollywood 28, Calif. Stanley Simmons, Dir. of Prod. Supervisor; Ezra S. Dabah, Prod.; Samir Rizkallah, Prod. Ass't.; Harry Nebenzahl, Prod. Ass't.; Austin Grout, Musical Director and Arranger; Harvey Hines, I.A.T.S.E., Dir. of Photography; Glen Glenn, Sound Recording Engineer; Willard Scott, Art Director; Helen Ainsworth, Casting Supervisor. REPRESENTATIVES IN: New York City, London, Paris.

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Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. President, Thomas J. Valentino. SERVICES OFFERED: Major sound effects records. Major chime and organ recordings, transcriptions, pressings, recording service.

Video Associates, Inc.

515 Madison Ave., New York 2, N. Y. Phone, PLaza 3-7966. Production, Philip Brodsky; Direction, Miriam Tulin; Talent, Elizabeth Lee; Script Editor, Joan Usoskin; Publicity, Barbara Jones. SERVICES OFFERED: Live packages, custom-built shows an dspecial films for television exclusively, creators of "pop-up" unique animated films; originators of Tele-Pak, a national programming service for television stations, program and production consultant services.

•

Chick Vincent & Company

509 Madison Avenue, New York, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

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J. Franklyn Viola

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. & Pres. Owner Franklyn Viola. SERVICES OFFERED: Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

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Von Baumann Studios

331 E. 71st. St., New York 21, N. Y. Phone, RHinelander 4-5508. Owner, Cyril Von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and transcribed custom-built and package shows, writing and production of spot and musical commercials in any language. Program consultant.

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Carl Wester & Company

6047 Hollywood Blvd., Hollywood 28, Calif. Phone, Hillside 2151. Owner, Carl Wester; Executive Producer, John Taylor. SERVICES OFFERED: Program production.

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Roger White Productions

Hotel Beverly, 125 E. 50th St., New York 22, N. Y. Phone, PLaza 5-3560. Roger White, Prod.-Dir.; Kermit Schafer, Prod. Mgr.; Miss Marion Whitley, Sec.- & Casting; Steva Hunt White, Announcer and Dir. SERVICES OFFERED: Complete package shows, live and open end E.T.S., spot announcements, jingles, television, radio consultant.

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Wolf Associates, Inc.

420 Madison Av.e, New York, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres. & Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations & Sales. BRANCH OFFICE: 305 El Camino Drive, Los Angeles, Cal. Phone, CR 6-9690. L. Wolf Gilbert. SERVICES OFFERED: Complete radio packages or production services.

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World Broadcasting System, Inc.

(Subsidiary of Decca Records, Inc.)

50 W. 57th St., New York 19, N. Y. Phone, COlumbus 5-2300. A. J. Kendrick, Vice-Pres. & Gen. Mgr.; M. R. Rackmil, Treas.; A. B. Sambrook, Stations Relations Mgr.; Herbert Gordon, Program Prod.; Charles Lauda, Jr., Chief Engineer. BRANCH OFFICES: 22 West Hubbard St., Chicago, Ill. Phone, Delaware 8800. W. C. Hutchins; 6750 Santa Monica Blvd., Los Angeles 38, Calif. Phone, Hillside 0171, Maynard Marquardt. SERVICES: Library services, syndicated features, tailor-made productions, Western Electric licensee for vertical and lateral cut transcriptions.

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Carter Wright Radio-Television Productions

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. SERVICES OFFERED: Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

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Wynn Wright Associates

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Helen Wright, Casting Dir. SERVICES OFFERED: Building and producing of radio shows including drama, variety and audience participation, spot ads and singing commercials.

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Frederic W. Ziv Company

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Sales Manager. BRANCH OFFICES: 501 Madison Ave., Nw York, N. Y. Phone, MUrray Hill 8-4700. John L. Sinn, 1001 Taft Bldg., Hollywood, Calif. Phone, Hempstead 3248. N. L. Rogers, 203 N. Wabash Ave., Chicago 1, Ill. Phone Franklin 8917. E. J. Broman. SERVICES OFFERED: Network and transcribed programs.

FOR "FM" FIDELITY and Prompt SERVICE

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Columbia Transcriptions

A Division of Columbia Records Inc.
799 Seventh Avenue, New York 18, N. Y.
CIrcle 5-7300
Chicago (Zone 11): Wrigley Building,
410 North Michigan Ave. Whitehall 6000
Hollywood (Zone 28): 6624 Romaine Street.
Granite 4134

Trade-marks "Columbia" and Reg. U.S. Pat. Off.

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2. Pure "Vinylite" Plastic Pressings—minimum surface noise.
3. "FM" Clarity—utmost fidelity.
4. Flexible—safer to ship—less breakage.
5. Undivided Responsibility—Columbia Transcriptions—records—manufactures—ships—promptly!

Transcription Companies

Advertisers Recordings Ltd.

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs. SERVICES OFFERED: Transcription and private wire service.

Advertisers Recording Service, Inc.

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-0141. (For detailed information see listing under Program Producers).

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, S. W. Caldwell; Sales Manager, F. W. Cannon. BRANCH OFFICES: 1012 Southam Bldg., Calgary, Alberta, Canada. Phone, M-7591. President, H. R. Carson; 1001 Electric Railway Chambers, Winnipeg, Manitoba, Canada. Phone 96-861. Manager, P. H. Gayner; 923 Dominion Square Bldg., Montreal, Que., Canada. Phone, Lancaster 6400. Manager, Burt Hall; 198 W. Hastings St., Vancouver, B. C., Canada. Phone, Marine 9542. Manager, J. E. Baldwin. St. John, N.B. Traveling Rep., George Hillyard. SERVICES OFFERED: Representative for transcription companies.

Allentown Record Co., Inc.

10th and Walnut Streets, Allentown, Pa. Phone, 37405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary; Harry Archer, Chairman of the Board. SERVICES OFFERED: Press 10″ and 12″ records of Vinylite and Vinyl Plastics exclusively. Capacity exceeding 300,000 records per month.

Allied Record Mfg. Co., Inc.

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, Hollywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P. SERVICES OFFERED: Processers and Pressers of Radio Transcriptions and Phonograph Records.

American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lackhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations connsel.

Arizona Recording Productions

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

Associated Program Service (Div. of Muzak Corp.)

151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. President, Harry E. Houghton; Vice-President & General Manager, Richard S. Testut; Vice-President & Treasurer, John R. Andrus; Director of Station Relations, Bert Lown; Commercial Manager, Clifford E. Greenland. SERVICES OFFERED: Transcription library of radio music and basic program scripts.

Associated Radio-Television Productions

Empire State Bldg., New York 18, N. Y. Phone, LO 3-7040. President, Jay E. Kashuk; Vice-President and Secretary Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Productions of television film.

Atlantic & Pacific Broadcasting System

Box 2222, Hollywood 28, Calif. Temp. Phone, Normandy 2,4873. Jack Parker, Vice-Pres. & General Manager; Gene Noel

TOPS

in transcriptions

Our hat size is only normal but we've got the BIGGEST QUALITY STORY in the transcription and record business.

Right from the microphone to the final pressing, our label stands for:

• Superior craftsmanship • High speed service • Top quality reproduction • Finest of materials (including 100% pure Vinylite)

We are equipped to make vertical or lateral recordings....use only gold sputtering....high speed plating....with the most modern facilities controlled to Muzak high standards throughout.

Muzak* **TRANSCRIPTION DIVISION**

Licensed under U. S. Patents of Western Electric Co., Inc.

WE OFFER

Agencies, transcribed show producers, radio stations and recording studios all of these features plus reference recordings and line recordings for supplemental radio coverage.

STUDIO & RECORDING FACILITIES

NEW YORK
151 West 46th St.
PLaza 7-7710

CHICAGO REPRESENTATION
221 North LaSalle St.
Central 5275

RECORDING & PRESSING PLANT

NEW YORK
250 West 54th St.
PLaza 7-7700

*Reg. U. S. Pat. Off.

Clarke, Program Manager; Don Masters, Executive Producer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Public Relations Manager. SERVICES OFFERED: Transcription network; transcriptions programs made to order associated with Television Films of America. Scripts to order.

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Beltone Recording Corp.

2 West 46th Street, New York 19, N. Y. Phone, BRyant 9-4130. President, Leslie C. Cahan; Treasurer, Shirley Cahan. SERVICE OFFERED: Instantaneous recordings, masters and pressings, transcribed programs.

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G. C. Bird & Associates

311 S. New Hampshire Ave., Los Angeles 5, Calif. Phone FAirfax 8603. G. C. Bird, Manager. SERVICES OFFERED: Syndicated open-end dramatic transcriptions, mystery, comedy, quiz, etc. All ¼ hour, 39 programs with tax free music.

•

Ford Bond Radio Productions

810 RCA Bldg., W., New York 20, N. Y. Phone, CIrcle 7-2236. (For complete listing see Program Producers Section).

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Brinkley Recording Co.

232 E. Erie St., Chicago 11, Ill. Phone, Delaware 4786. Jack Brinkley, General Manager; Maxine Merchant, Program Manager; E. E. Schroeder, Chief Engineer. SERVICES OFFERED: Transcribed radio program, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots.

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The Cardinal Co.

6000 Sunset Blvd., Hollywood 28, Calif. Phone, Hempstead 1177. (For complete listing see Program Producers Section).

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Cinemart, Inc.

101 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562-3-4. President, Harold Kovner; Vice-Pres. & Gen Mgr., Varian Fry. SERVICES OFFERED: Complete sound recording services, including auditions, air and line checks, phonographs masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, location recording on disc, tape and 16mm. film. Production of 16 mm. films for industry and television.

Columbia Transcriptions

(A division of the Columbia Records, Inc.)

799 Seventh Ave., New York 19, N. Y.

799 Seventh Ave., New York 19, N. Y. Phone, CIrcle 5-7300. Robert J. Clarkson, General Manager; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. BRANCH OFFICES: 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. V.-P. Andrew J. Schrade. William A. Wheeler, Sales Rep. 410 N. Michigan Ave., Chicago, Ill. Phone, Whitehall 6000. Manager, Girard D. Ellis. SERVICES OFFERED: Complete services for recording, processing and pressing Electrical Transcriptions and phonograph records. Studios in New York, Chicago and Hollywood.

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Consolidated Sound Laboratories

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

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Gordon M. Day Advertising Service

145 East 53rd St., New York 22, N. Y. Phone, PLaza 3-3460. Gordon M. Day, Writer-Producer: Singing Comercials; Carol Bulkley, Producer-Director: Singing Commercials, Dramatic Commercials; Luise Johnson, Copy Supervisor and Retail Radio Director. BRANCH OFFICES: Jack Rourke Production, 6331 Hollywood Boulevard, Hollywood 28, Calif. Phone, Granite 1950. Jack Rourke, Manager. SERVICES OFFERED: Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; syndicated jingles; retail radio.

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Decca Records, Inc.

50 W. 57th St., New York 19, N. Y. Phone. COlumbus 5-2300. President, Jack Kapp; Vice-President Charge Recording, Dave Kapp. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit. Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham, Miami. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCAST-

Allentown Record Co., Inc.

Fabricators of high fidelity

VINYLITE

records and transcriptions

10", 12" PRESSINGS IN BLACK
TRANSPARENT RED AND LIGHT

Plant capacity 300,000 per month

S. L. WARTELL
President and General Manager

OFFICE AND PLANT:
10th and Walnut Streets, Allentown, Pennsylvania
Tel. Allentown 37405

ING SYSTEM, INC., transcription services, radio library, wired music service, custom-made transcriptions, 50 W. 57th St., New York 19, N. Y.

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Disc Company of America

117 West 46th St., New York 19, N. Y. Phone, BRyant 9-3137. President, Moe Asch. SERVICES OFFERED: Commercial records, transcriptions, recordings and production. Phonograph record manufacturing.

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Eccles Recordings, Inc. and Eccles Transcription Service

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 8351. Manager, Robert P. Newman; Business Mgr., Pollard Garrison; Chief Consulting Engineer, C. R. Douglass. SERVICES OFFERED: Complete program building and recording service. Studio, talent file facilities, sound effect library, piano, electric organ, processing and pressing service for agency producers, including packing, shipping, through final program distribution to outlets, remote and location facilities. Studio line connection to all Southern California Stations.

•

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood 38, Calif. Phone, GLadstone 2189. Owned and Operated by Bert B. Gottschalk. SERVICES OFFERED: Complete studio facilities for: Electrical transcriptions, spot announcements, "Air-Chek" service, phonograph recordings.

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Empire Broadcasting Corporation

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Studio, recording, air line and remote.

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Essex Broadcasters, Inc.

3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. President, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

•

Exclusive Radio Features Co., Ltd.

225 Mutual St., Toronto Ont., Canada. Phone, Waverly 9419. President, Alfred J. Lewis. SERVICES OFFERED: Supply the U.T.S. Library Service to Canadian radio stations. Library has basic of 3,500 tunes, with monthly release of 60 selections. Name bands; vocalists and combos. Distributing open-end E.T.'s. to Canadian stations. Recording, processing and pressings for tailormade Fashes, Spots and Programs. Orthotone recording, high fidelity.

•

Carl Fischer Recording Studios

119 West 57th St., New York 19, N. Y. Phone, CIrcle 7-2965-6-7. Fred Herbert-Oettgen, Recording Director; Robert E. Scheuing, Sales Promotion Manager; Thomas Dowd, Edward Flaherty, Engineers. SERVICES OFFERED: Complete Theater-Studio facilities including Hammond Oregon, Package Show Production, Master and Comercial Record Production, NAB Standard Transcriptions; Reference, Audition, Off-the-Air and Off-the-Line recording. Complete Sound Library. Remote location facilities. Twenty-four hour service by appointment.

•

Frankay & Jackson Recording Studios, Inc.

48 West 48th St., New York 19, N. Y. Phone, LOngacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

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Fulton Enterprises

6340 Fountain Ave., Hollywood 28, Calif. Phone, GRanite 2244 Grace Fulton, Owner-Manager; Ralph Power, Scripts. SERVICES OFFERED: Transcribed series, custom-built transcribed programs. United States rights to "Klondike," transcribed serial. 39 quarter hours offered for regional and local release to stations, agencies or sponsors.

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Mitchell Gertz

8533 Sunset Blvd., Los Angeles 46, Calif. Phone, CR. 5-7152 Mitchell Gertz, President. SERVICES OFFERED: Producer of "Adventures of Zorro"—for transcription, etc.

•

Harry S. Goodman Radio Productions

19 East 53rd St., New York 22, N. Y. Phone, WIckersham 2-3338-9. (For detailed information see listing under Program Producers.)

NOW READY!

A BRAND NEW SERIES

15 Minute Programs 5 Times Weekly

COMEDY! SONG!

At a price you won't turn down

Ready to go to work for you, that nationally known network star Tommy Riggs and his lovable Betty Lu in a new series of open end fifteen minute transcriptions for five-a-week spotting. You can program this series day or night. They will sell for you, they will get and hold an audience for you. Each program a show in itself with typical Tommy and Betty Lu comedy situations along with favorite songs by both of them. National accounts that have used these two on the networks know their pulling power. Now you can use them for local or national accounts, and here's the pay off, arrangements can be made to have Tommy & Betty Lu transcribe personal commercial messages that will do a real selling job for your client.

Wire or Write

ATTENTION ADVERTISING AGENCIES!

Many of you have used Tommy and Betty Lu on the networks, now you can use them for national spot campaigns, let us know now the markets you wish protected.

Pete Wasser

COMPANY

KEENAN BUILDING
PITTSBURGH 22, PA.

George Heid Productions

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

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Hollywood Recorded Features, Inc.

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

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Mary Howard Recordings

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Owner-Manager, Mary Howard; Assistant, Donald Plunkett; Secretary, Joyce Fraser. SERVICES OFFERED: Off-the-line and off-the-air recordings and transcriptions for artists or agencies. Studio for auditions; facilities for dubbings.

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International Artists Recording Studios, Inc.

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; Stuart Venn, Gen. Mgr.; Ronnie Ames, Sales Mgr. SERVICES OFFERED: Electrical transcriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, phonograph records, television stage facilities, 16 mm. projection room, RCA equipment throughout.

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Harry Jacobs Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 9583. President, Harry R. Jacobs. SERVICES OFFERED: ET Libraries.

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Kasper-Gordon, Inc.

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Forrest L. Bishop, Chief Engineer; Theresa Fahey, Secretary; Edward Richards, Special Events Recordings; Kenn Schaffer, Sales and Production; Robert A. Arnold, Sales. SERVICES OFFERED: Recordings of all kinds, air checks, custom-built and syndicated programs, live and transcribed, jingles, script service, phonograph recordings, air checks, originators of musical transcribed spots (jingles), manufacturers of portable transcription playback machines.

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Kermit-Raymond Corporation

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. (For detailed information see listing under Program Producers.)

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Keystone Broadcasting System, Inc.

580 Fifth Avenue
New York 19, N. Y.
Phone, LOngacre 3-2221

Officers & Directors

President.....Michael M. Sillerman
Vice-President.....Naylor Rogers
Vice-President.....Joseph Bayer
Vice-President.....Arthur Wolf
Secretary-Treasurer.....Sidney J. Wolf
Assistant Secretary.....William Bayer

Offices

580 Fifth Ave., New York 19, N. Y.
Phone, LOngacre 3-2221
General Manager..Michael M. Sillerman
Director of Station Relations
Arthur H. Clement
Mgr. of Sta. Relations..James P. Lappin
Research Director.....Melvin G. Marden
Office Manager.....Selma Andrews
Account Executive.....Noel A. Rhys

134 North La Salle St.
Chicago 2, Ill.
Phone, State 4590
Secretary-Treasurer.....Sidney J. Wolf
Accountant and Office
Manager.....Elizabeth M. Mueller
Western Sales Manager..Naylor Rogers

6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone, Hollywood 5338
Program Director.....Elaine N. Gonda
Pacific Coast Sales....Ralph W. Harker

310 Citizens Building
Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales..Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 325 affiliated stations. 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 hours per

week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

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Don Lee Productions

1313 N. Vine St., oLs Angeles, Calif. Phone, Hollywood 8111. (For detailed information see listing under Radio, Producers.)

•

The W. E. Long Company

155 N. Clark St., Chicago 1, Ill. Phone, Randolph 4606. Harold Gingrich, Dir. of Radio; Jessica Petrie, Office Mgr.; Eugenia Minetz, Copy Chief; Betty Russell and Paul Quan, Producers of Syndicated Transcriptions. SERVICES OFFERED: Transcribed spot campaigns for Bakeries.

C. P. MacGregor

729 S. Western Ave., Los Angeles 5, Calif. Phone, FItzroy 4191. C. P. MacGregor, President; George R. Jones, Manager; F. J. Rudolph, Sales Manager; (For detailed information see listing under Program Producers.)

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The Ted Mack Company

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. (For complete listing see Program Producers Section).

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Mayfair Transcription Company

8511 Sunset Blvd., Hollywood 46, Calif. Phones, CRestview 6-6995, 6-6797. B. A. Joslin, Exec. Vice-Pres.; Vern Carstensen, Prod. Mgr.; Richard Sanville, Dir.; Russell S. Hughes, Script Editor; Skippy Pyle, Asst. Prod.; Florence Jordan, Office Mgr. SERVICES OFFERED: Syndicated transcribed shows, tailor-made transcribed shows, transcribed announcements.

Fred C. Mertens and Associates

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Fred C. Mertens, President; George Logan Price, Sales Manager. SERVICES OFFERED: Transcribed 5-minute spots.

•

Les Mitchel Productions, Inc.

8853 Beverly Blvd., Hollywood 36, Calif. Phone, CRestview 1-5275. President, Les Mitchel; Secty. & Treas., G. Madelon Mitchel; Vice President, Arthur B. Hogan; Talent and Production Manager, June E. Hanson. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

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Morton Radio Productions, Inc.

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 4144. President, Morton Jacobson; Secretary, C. Jacobson. SERVICES OFFERED: Transcribed programs. So the Story Goes—260 episodes—Narrative type. This Is the Story—260 episodes (still in production) Narrative type. Louise Massey & the Westerners—156 episodes — Musical program. The Hometowners — 156 episodes — Musical program. Joe Emerson's Hymn Time—156 episodes—Hymn show.

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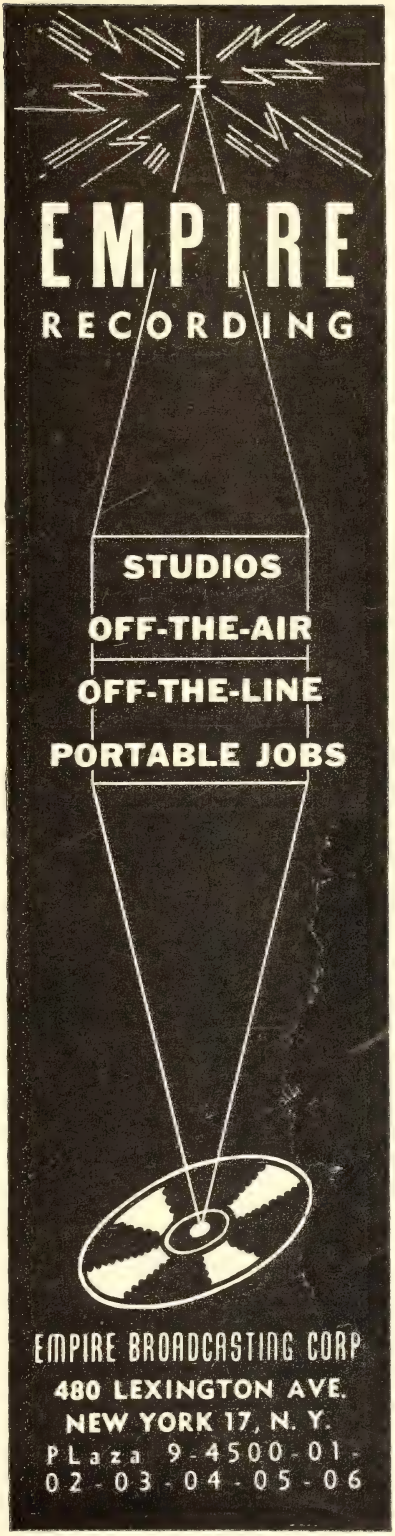
Muzak Corporation

151 West 46th St., New York 19, N. Y. Phone, BRyant 9-1246. Harry E. Houghton, President; Richard Wilson, Exec. Vice-Pres.; K. R. Smith, Vice-Pres.; John R. Andrus, Vice-Pres. & Treas.; Anna M. Kerner, Secretary; A. J. Sayles, Assistant Treasurer and Asst. Secretary; Joseph H. Farrell, Assistant Treasurer. BRANCH OFFICE: 250 West 54th St., New York, N. Y. Phone, CO 5-8552. SERVICES OFFERED: Off-the-air, off-the-line and studio recordings of electrical transcriptions and phonograph recordings, processing and pressing.

(*Transcription Division*)

Recording Studios, 151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7712. Processing and Pressing Plant, 250 W. 54th St., New York 19, N. Y. Phone, PLaza 7-7700. President, Harry E. Houghton; Vice-President and General Manager, Richard A. Wilson; Vice-President and Treasurer, John R. Andrus; Director of Sales, Helen S. Wallace; SERVICES OFFERED: Studio, of the line and off-the-air vertical and lateral recordings, complete rcording service for radio sponsors and advertising agencies



and processing and pressing of original recordings.

(*Wired Music Division*)

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. President, Harry E. Houghton; Vice-President and General Manager, Ethel W. Maclean; Vice-President and Treasurer, John R. Andrus; Vice-President in charge of sales, Curt H. Pfenniger; SERVICES OFFERED: Wired music and transcribed library for spot installations.

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NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Vice-President, C. Lloyd Egner; Manager, Robert W. Friedheim; Business Manager, Henry P. Hayes; Sales Manager, Willis B. Parsons; Recording Sales, Charles G. Hicks, Jr.; Program Manager, Herbert H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Office Manager, George E. Stevens. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager Scott Keck; Sunset and Vine Streets, Hollywood, Calif. Phone, Hollywood 6161. Manager, Oscar C. Turner; Trans-Lux Bldg., Washington, D. C. Phone, Republic 4000. Manager, Robert Z. Morrison; Taylor and O'Farrell Sts., San Francisco, Calif. Phone Graystone 8700. Manager, William J. Andrews. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

•

National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Don Williams, Martha Furman, District Managers; Publicity Manager, Ruth Pearl. SERVICES OFFERED: Special radio productions, used for campaigns and promotions for radio stations in selling un-

IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

USE MAJOR SOUND EFFECT RECORDS

- All 10-inch Double-face, Lateral Cut, 78 R.P.M.
- Recorded from Life on Film, then Waxed
- Quick-Cued Wherever Advantageous
- Playable on any Phonograph or Turntable

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Instantaneous Recording Service
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used time to merchants, industrial and professional business firms on short term contracts who ordinarily never use or buy radio time from their immediate station. NRF is the house of specialized campaigns known from coast to coast as one of the finest and cleanest cut concerns in the feature business. Ask the stations that have used NRF service. A repeat performance every time. NRF has worked with more new stations opened or just opening than any other concern. "Veterans of Victory," "Boost and Buy" and "Radio on Call" are feature presentations. Spot announcements and half hours make up great programs. Coast to coast.

•

National Recording & Film Corporation

188 West Randolph St., Chicago 1, Ill. Phone, Randolph 9697. Richard Bradley, President; Benjamin Tunick, Secretary-Treasurer. SERVICES OFFERED: Commercial recordings (TOWER label), transcribed productions, spot announcements.

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Eugene P. O'Fallon, Inc.

Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

•

Premier Radio Enterprises, Inc.

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Dealoge, President and Treasurer; John G. Cella, Vice-President; Wilson Dalzell, Secretary and Assistant Treasurer. SERVICES OFFERED: Producing and recording of custom-built transcriptions and phonograph records.

•

Press Association, Inc.

50 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-4111. Oliver Gramling, Vice-President-Assistant General Manager. BRANCH OFFICES: Offices in 100 principal cities. SERVICES OFFERED: "SPORTS STAR SPECIAL"—A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. "SPECIAL ASSIGNMENT"—A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. "PERSONALITY TIME"—A 15-minute interview and dramatization presenting

THERE IS A *Teleways* SHOW
for every product . . . budget . . . audience

"SONS OF THE PIONEERS" (260—15 min. programs, 3 or 5 times weekly)
"FRANK PARKER SHOW" (130—15 min. programs, 3 or 5 times weekly)
"MOON DREAMS" (156—15 min. programs, 3 or 5 times weekly)
"STRANGE WILLS" (26—30 min. programs, once weekly)
"BARNYARD JAMBOREE" (52—30 min. programs, once weekly)
"STRANGE ADVENTURE" (260—5 min. programs, 3 or 5 times weekly)
GEO. RAFT "MR. ACE" (13—30 min. programs, once weekly)
"THIS AMAZING WORLD" (115—5 min. programs, 3 or 5 times weekly)

SEND FOR *free* AUDITION PLATTERS NOW!

TELEWAYS HOLLYWOOD

8949 SUNSET BLVD. • HOLLYWOOD 46, CALIF • TELEPHONE CRESTVIEW 6-7238 • BRADSHAW 2-1636—2-1447

prominent personalities in the news, and from stage, screen, radio, art, science and literature.

•

George Logan Price, Inc.

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President; S. M. Lauch, Sales Manager. SERVICES OFFERED: 5 to 30-minute transcriptions, ranging from 156 5-minute spots to 26 15-minute drama serial episodes. Also a complete sprict service, to order—no stock scripts. 3-second to 1-minute commercials, 5-minute pots, singing, with music, or straight.

•

Radio Recording Studios

1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings, air-checks.

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Radio Features of America

37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. Oliver W. Nicoll, Executive Director; Alma Sandra Munsell, Associate Dir. Representative: Towers of London, Ltd., 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent; package live shows, phonograph records, international radio service.

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Radio Producers of Hollywood

1651 Cosmo, Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Pres.-Owner; M. L. Staggs, Station Relations. BRANCH OFFICE:Hollywood Recorded Features, 75 E. Wacker Dr., Chicago 1, Ill. R. S. Peterson, Pres. SERVICES OFFERED: Complete catalogue of all types of transcribed open and programs 75 different shows, totaling 5,000 quarter hours.

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Reeves Sound Studios, Inc.

304 E. 44th St., New York 17, N. Y. Phone, MUrray Hill 7-6970. SERVICES OFFERED: Complete film, shooting and disc recording facilities.

•

Rockhill Radio

18 East 50th St., New York 22, N. Y. Phone, Eldorado 5-1860. Stanley J. Wolf,

KARL ZOMAR

NOW AVAILABLE ON OPEN-END TRANSCRIPTIONS!

"THE FRIENDLY PHILOSOPHER"

A program that won a place in the hearts of millions of listeners on the MBS and CBC networks during the war. More than a million pieces of mail was received in one year. A program that has been running for NINE YEARS, five times a week, for the SAME SPONSOR, on station WMC, Memphis!

FIVE-A-WEEK OPEN-END AND MIDDLE-LIFT

Vera Burdette furnishes the organ background. Shows are recorded in our own private studio and pressed by Muzak on vinylite. Wire for audition platter at our expense.

The Karl Zomar Library

P. O. Box 417
DENVER 1, COLORADO

VERA BURDETTE

President; Emanuel H. Wolf, Vice-President. SERVICES OFFERED: Complete studio facilities, off-the-air and off-the-line recordings, masters, vinylite and shellac pressings.

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Jack Rourke Productions

6331 Hollywood Blvd., Hollywood 28, Calif. Phone Granite 1950. Jack Rourke, President; Fred Fuld, Jr., General Mgr.; Frank B. Reeves, Account Executive. BRANCH OFFICES: Gordon M. Day Prod., 145 East 53rd Street, New York, N. Y. Phone, PL. 3-3460, Gordon M. Day; 120 Boylston Street, Boston, Mass. Phone, Han. 9343, Gordon M. Day. SERVICES OFFERED: Transcribed programs, spot announcements and jingles.

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Sellers Company

912 Commerce St., Dallas 2, Texas. Phone, Central 5292. J. E. Sellers, Partner and Manager. SERVICES OFFERED: All recording services: Transcriptions, custom built shows, master for Record Companies, spot announcements, slide film strip sound, air checks, portable recording, individual recording, complete service for commercial phonograph records.

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SESAC, Inc.

475 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary - Treasurer. SERVICES OFFERED: Licensing the use of copyrighted music, transcribed library-pogram service, syndicated transcribed tailor-made programs for advertisers.

•

Shaffer-Waible, Inc.

270 Park Ave., New York 17, N. Y. Phone, PLaza 8-0344. Partner, Lloyd Shaffer; Partner, Fred Waible; Promotion, A. Alan Levin. SERVICES OFFERED: (For detailed information, see listing under Program Producers).

•

Harry Smith Recordings

113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-0141. Owner-Recording Engineer, Harry Smith. SERVICES OFFERED: Studio recordings, transcriptions, spots, mastering and phonograph records.

ALLIED RECORD MANUFACTURING CO., INC.

Largest custom processing and pressing plant in the country . . . silver nitrate processing—genuine Vinylite brand plastic pressings. Independent producers can rely on us for exceptionally fast service.

THIS YEAR send your master acetates to ALLIED.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107

(See Color Page Facing Inside Back Cover)

Sound Studios, Incorporated

1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. Robert J. Coar, President. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations.

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Standard Radio Transcription Services, Inc.

140 North La Brea, Hollywood 36, Calif. Phone, Webster 9181. President, Gerald King; Vice-President, Milton M. Blink; Secretary, Lewis C. Teegarden; Treasurer, Melva N. Blink; Vice-President & Sales Manager, Alex Sherwood; Production Manager, Harvey J. Richardson, Jr. BRANCH OFFICES: 360 No. Michigan Avenue, Chicago 1, Ill. Phone, State 3153. Vice-Pres., M. M. Blink. 1 E. 54th St., New York 22, N. Y. Phone, PLaza 3-6690. Alex Sherwood, Vice-Pres. SERVICES OFFERED: ET libraries; sound effects and mood music.

•

Star Transcriptions, Inc.

444 Madison Ave., New York 17, N. Y. Phone, PLaza 9-2249. President, Stanley J. Wolf; Vice-President, Roy Wilson; Chairman of the Board, Cal Swanson. BRANCH OFFICES: New York, Atlanta, Chicago and Hollywood. SERVICES OFFERED: Transcribed shows.

•

Charles Stark Production Corp.

366 Madison Ave., New York, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

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Studio & Artists Recorders

CBS Bldg., 6107 Sunset Blvd., Hollywood 28, Calif. Phone, HIllside 8241. President, Lewis Finston; Manager, Mack Finston; Chief Engineer, William Robinson; Associate Engineer, Gerald Hayman; Exec. Sec., Peggy Carter. SERVICES OFFERED: Recordings, transcriptions, air-checks, masters, processing and pressings.

REEVES
SOUND STUDIOS
INC.
•
304 East 44th St., N. Y. C.
MUrray Hill 7-6970
•
Complete Film Shooting and Disc Recording Facilities

INTERNATIONAL
Artists Inc.
RECORDING
STUDIOS
6700 SUNSET BLVD.
Hollywood, Calif.
HO. 6344
* *
TRANSCRIPTIONS
AIR CHECKS
TELEVISION STAGES
200 SEAT STUDIO
RCA EQUIPMENT
STEINWAY PIANOS
HAMMOND ORGAN
* *
"ONE STOP COMPLETE SERVICE"
H. Dixon McCoy, Pres.
Ronnie Ames, Sales Mgr.

Teleways Radio Productions, Inc.

8949 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy. REPRESENTATIVES IN 19 key cities. SERVICES OFFERED: Creation and production of live talent programs or transcribed programs. Sons of the Pioneers, Strange Wills, Moon Dreams, The Frank Parker Show, Geo. Raft, "Mr. Ace," Barnyard Jamboree, This Amazing World, Strange Adventure.

•

Tip Top Productions

Box 2222, Hollywood 28, Calif. Phone, HI 7124—Ext. 20. Executive Producer (radio), Jack Parker; Phonograph Record Dept. Mgr., Ray Bond. SERVICES OFFERED: Transcribed radio programs, phonograph records (Tip-Top Records), special commercial recordings for radio and public address systems.

L. S. Toogood Recording Co.

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 5275. Owner, L. S. Toogood. SERVICES OFFERED: Recording service.

•

Towers of London, Ltd.

37 W. 46th St., New York 19, N. Y. Phone, BRyant 9-9622. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll. LONDON OFFICE, 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

•

Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LOngacre 5-3440. M. E. Moore, President. SERVICES OFFERED: Tailor made programs, syndicated programs, spots musicals, dramas, historical, va-

International Recording Co., Inc.

1780 Broadway
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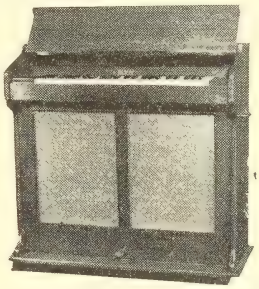

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By DEEMS TAYLOR

President, American Society of Composers, Authors and Publishers

THE American Society of Composers, Authors and Publishers now is in its 35th year of service to commercial users of music and to its members. It begins the year 1948 with a writer membership (composer and author) of 1888, and a publisher membership of 306. When Victor Herbert and eight associates formed the Society in 1914 the entire membership was a little more than 100. Its licensees number more than 37,000. Its chief purpose is the protection of its members' music performing rights. This is done through a system of licensing commercial enterprises making use of music.

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Perhaps the most significant trend of the Society in recent years has been its amplified service to the symphonic, concert and recital field. In the early years the Society's licensees were chiefly in the popular music field, with its membership largely men and women creating music of the popular type. The Society now follows the pattern of similar Societies in other countries, including in its repertoire music of the standard or serious type as well as popular music. The trend is reflected in the increasing proprtion of standard composers within ASCAP's membership. The ratio of the standard to popular members is one to two.

The users of serious music in steadily increasing numbers are finding the ASCAP repertoire a valuable source of important program items, and the simple machinery of the ASCAP license a highly desirable asset.

In radio's increasing use of serious music the enlarged ASCAP repertoire has been found particularly helpful. ASCAP, including the creators of every conceivable type of music for every conceivable use, has grown to be truly a national institution, its membership representing every state and territory of the U. S., as well as other lands whose creative talent has found a home in America.

There are 159 women members of ASCAP, the proportion of women in the serious field being larger than that of men. Whereas there is one serious music composer for every two in the popular field, the division of women is about equal in the two fields.

In January 1948 the Thomas Y. Crowell Co. published the ASCAP BIOGRAPHICAL DICTIONARY which includes data covering every member of the Society.

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ASCAP has headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Deems Taylor is President. A Board of 24 directors through its revolving Executive Committee of three members exercises supervision of the affairs of the Society. Administrative executives include Herman Greenberg, Sales Manager, in charge of all licensing activities; George A. Hoffman, Comptroller, in charge of accounts, finance and general personnel; Richard F. Murray, Manager of Foreign Relations, in charge of foreign matters, all internal statistical departments and publicity department; Herman Finkelstein, Resident Counsel. Schwartz & Frohlich are general counsel.

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By CARL HAVERLIN

President

IN EXISTENCE but seven years, BMI is a symbol of an industry's initiative in creating the competition which freed it from a monopoly that once threatened its very economic life. During this time, broadcasters have not only carried out their original competitive plan but have brought into being an organization of international musical importance.

Today all but four of the broadcasting stations of the United States and Canada, as well as national and regional networks are BMI licensees. In addition, there are close to 2,000 hotels, night clubs and other establishments where music is performed, licensed by BMI.

Apart from its affiliations with established societies and music publishers, BMI as a matter of policy has opened and developed new sources of music by American composers, creating a vast repertoire that otherwise might never have seen the light of day. BMI has stimulated and encouraged in this way, hundreds of talented young writers and new publishers, thus building up its reservoir of music in all fields—popular, folk, educational and standard. The acquisition of new properties is a continuing process in the realm of American music. Available for BMI licensees are nearly 50,000 recorded and transcribed compositions of every description.

In August of 1947, Associated Music Publishers, Inc., became a wholly owned subsidiary of BMI, making its vast store of music of the world available to BMI licensees. Early this year seven leading Italian publishers assigned their U. S. performing rights to BMI, the deal involving some 5,000 compositions and copyrights, adding to the BMI store of Italian popular, operatic and other serious music.

BMI's foreign reservoir of music has been built on a practical foundation. The house of Breitkopf for instance, is not only the greatest music publishing firm in Germany but the oldest known publishers of music, dating back to the days of Bach. Apart from Continental affiliations, BMI has the largest catalogue of Latin-American music-rights extant, including that of the societies of Cuba, Chile, Colombia, Mexico and Brazil. These foreign rights are supplementary to the catalogues of more than 1,000 American and Canadian firms affiliated with BMI, a well rounded repertory.

OFFICERS of BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Charles A. Wall, vice-president in charge of finance; Robert J. Burton, vice-president in charge of publisher relations, and Claude C. Boydston, controller.

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*Algonquin Music, Inc.
All American Publications
Allen and Klink Music
Allen, Bud Publications
Allen Intercollegiate Music, Inc. (B.M.I.)
Allen, Rick Publications
Allied Music, Inc.
Altschuler, Joe
Alva Music Publishing Company
Alvin Music Corporation
Ambrose, Adaline C.
American Composers Alliance
American Music, Inc.
American Performing Rights Society, Inc.
American Song Publishing Co.
Amigo Music Publishing Co.
Anchorage Music Publishers
Apex Music, Inc.
Appleton-Century, D. Co., Inc. (B.M.I.)
Aragon Music Company
Arberne Music Co.
Arcadia Valley Music Publishing
Art Melody Studios
Art Music Company
Ascot Publishing House
Associated Composers, Inc.
Atomic Music
Aurora Music Publishers
Autry, Gene Music Publishing
Avery Music Company
Avon Music, Inc.
Azteca Music Company

B. & B. Music Co.
B-K Publishing Company
B. M. S. Music Company
Bach Music Publishers
Baker Brothers
Ball Music Publishing Company
Ballard, Fred C.
Balling, Matthew Music Pub.
Baltimore Music Publishers, Inc.
Banbury Music. Inc.
Bar Music Publishing Company
Barclay Music Company
Barnes, Samuel D.
Barnett, John W.
Barnhart Music Corporation
Barron, Jack
Barron Music Company
Barry, Bessie
Barthel, Inc.
Bartlett & Hartmann Music
Baskin, Sidney
Beacon Music Company
Bebe Music Company
Becker-Williams Publications
Bell Music Co.
Bell-Tone Music Publishing Co.
Bellassai, Nino
Belmont Music Company (Cole)
Benald Music Publications
Benatzky, Ralph Dr.
Benson Music Company
Berbert, E. M.
Berger Publishing Company
Berwick Music Corp.
Beverly Music Company
Biehl, Rose
Billboard Music Publishing Co.
Biltmore Music, Inc.
Bison Music Publishing Co.
Blane Music Company
Blazon Music Company
Block, Martin Music Inc.
Blount, Burley
Blue Bell Music Publishing Co.
Bluebird Music Company
Blue Jay Publishing Co.
Blue Note Records
Blue Ridge Publishing Corp.
Bluestone-Bernard Music Pub.
Boozey Music Publishers
Botkin, Gene
Bouma, G. H.
Branders Music Company
Brent, Stanford F.
Brightlights Music Publishing
Broadcast Music, Inc.
Burns & Crowe Publications

Calumet Music Co. (Cole)
Campbell-Porgie, Inc.
Cardinal Music Company, The
Cardinal Music Publications
Cascales, Joe, Music Publisher
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Cine-Mart Music Publishing Co.
Clover Publishing Company
Coast to Coast Music Corp.
Cole Corporation, M. M.
Colonial Music Publishing Co.,
Columbia Music Publishers
Continental Music Company
Continental Music Publications
Continental Record Co.
Cornell Music Company
Cosmopolitan Music Publ., Inc. (Colonial Music Pub. Co.)
Country Music
Courtney Music Publications
Crocker, Al
Crosby, Everett N., Ltd.
Cross & Winge (American Music, Inc.)
Cross Music Company
Crossroads Music Co.
Crown Music Co., Inc., Ltd.
Crown Music Company
Cundy-Bettoney Company, Inc.,

Darrell, Jack, Music Publisher
*Davis, Jimmie Music Corp. (A.P.R.S.)
Dawn Music Co.
De Santis, Frances
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dial Music Corporation
Diamond Music Company
Dinehart Music Company, The
Dixie Music Publishing Co.
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing
Dot Music Publishers
Douglas Publishing Company
Dream Music
Dreamo Music Publications
Du Val Music Publishing Co.
Duchess Music Corporation
Dulcet Tunes
Dunray Music Company
Duo Music Publishing Corp.
Dynamic Music Company

*Eagle Music Company
East Coast Music Publications
Eastern Publications
*Eberle-Maxted Music Co.
Eccma Music Company
Echoes of Victory Music Pub.
Editions Internationale Basart, Inc., Les
Editions Musicales Victoria Musical Editions
*Editora Dominicana De Musica, C. Por A.
Edwards, Norman, Music Pub.
Elektrann Music Pub. Co.
Elite Music, Inc.
Elkane Music Company
Elmore, C. M. Publisher
Elsmo Bros. Publishers
Embassy Music Corp.
Emcee Publishing Company
Emco Music Company
Emerson Music Pub., Inc.
Emorey Music Company
Empire Publishing Company

Encore Music Publications, Inc.
Englewood Music House
Enos, Clyde
Esquire Music Co.
Essay Music Company
Essex Music Publishing Co.
Essgee Music Publishing Corp.
Excelsior Music Publishing Co.
Executive Music Corporation

F & J Publishing Company
Fairfax Music Company
Fairway Music Company
Fantasia Music Publishing Co.
Fashion Music Publishing Co.
Fassio, A. (Marks)
*Favorite Music Company
Fillerdelphia Music Company
Film Music Producers
Fine Arts Music Publishers Co.
Fine Songs
Flamingo Music
Fletcher Publishing Company
Florida Music Company
Folk Songs
Ford Music, Inc.
Forest Glen Music Publishers
Foster, Robert E.
Four-Star Music Company
Fowler, Wallace Publications
Fox Music Company
Fragos-Moore Incorporated
France Music Company
Franciosa Song Publications
Francis & Wilmore Music Pub.
Franco-American Publications
Frederic, Will Music Publishers
Freed & Hall Music Publishers
Freeman, Albert Edward
Freeman Music Company
Friedly, Lowell G. & Company

G & W Music Publications, The
G. D. S. Music Publishers
G. M. S. Music Publishing Co.
G. V. C. Music Publishing Co.
Gaal, Charles J. & Co.
Gala Music Publishing Corp.
*Gala Record Corporation
Gamma Music, Inc.
Gardner, J. C.
General Music Publications
Gift Haven Publishing Co.
Gilbert, Dick
Gil-Rod Music Publishing Co.
Glen Publishers
Glick Music Company
Globe Music Publishing Co.
Globe Publications
Golden, Jo, Music Publisher
Golden Melody Music Company
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Gollatz Music Publisher
Goode Music, Inc.
*Gordon Music Company
Gordon Music Publisher
Graham Music Company
Grand Central Music Company
Great Western Music Company
Greater New York Music Corp.
Greenwood, Livingston
Grimes Music Publishers
Guy Publishing Company, The

H. M. Banner Publications
Haims, P. L.
Hall, William
Hampton Publications, Inc. (Marks)
*Happy Songs, Inc.
Harmony House
Harmony Music Publishers
Harris & Lane Publications
Hawaii Conservatory Pub. Co.
Hill and Range Songs, Inc.
*Hillbilly Music Publishing Co.
Hilliard-Currie Music Publishers
Hinds, Hayden & Eldredge, Inc. (B.M.I.)
Hit Parade Publications
Hoosier Music Publications
Horvath, Joseph
Howard, Jack, Publications, Inc.
Humphries, Bruce, Inc.
Hynnes Music Company

Imco Music Publishing Co.
Imperial Music Publishing Co.
Indigo Music, Inc.
Inter-American Music Pub. Co.
Irma Music Company

Jo-Ann Music Company
*Johnstone Music, Inc.

Kammen, J. & J., Music Co.
*Kaolene Corp.
Kaymusic Publishers
Kelly Music Publications
Kelton-Romm Music Company
Keystone Music Co.
King-Del Music Publishers
Kit Music Company
Krygier, Joseph

La Casa Del Rio Music Pub.
Lambiotte, O. J., Music Pub.
Lang-Worth Publications, Inc.
Latin American Publishing Corp.
Lanier Music Company
Laural Music Publishers, Inc.
Lee, Rosemary
*Lee Music
*Lester, J. L., Music Company
Liberty Music Publishers
Little Jazz Music Pub., Inc.
Livingston & Evans Music Co.
*Lois Music Publishing Co.
Lomax, Carl, Music Publishing
London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Lucky Music Publishers
Lynch, Edward J.
Lyric Music Co.

Mac Gregor, Grant
Mack Music Company
Mack-Nell Publications
Maestro Music Company
Magnet Music, Inc.
Magnolia Music Corp.
Main Street Songs, Inc.
Majestic Music Company
Major Minor Music
Manhattan Melodies Music Pub.
Mank's, Chaw, Blue Ribbon Music Co.
Maresh Music Co.
Marks, E. B. Music Corp.
Mar-Lane Music Publishers
Mars Music Publications
Marsales, Frank
Master Melodies Music Pub.
Mayer, Isabel C.
Mayhams Music Company
Medallion Music Corp.
*Melben Music
*Mellin Music, Inc.
Mellow Music Publishing Co.
Melo Music Co.
Melo-Song Publishers
Melody Hall Music Publishers
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Music Company
Melody Music Publications
Melody Song Bureau
Memphis Music Publishers, The
Mercury Music
Merico Music Company
Merit Music, Inc.
Merit Music Publishing Co.
Meritt Publications
Merry Melodies Song Co.
*Merrymount Music Press
Merrywood Publishers
Metro-Marr Publishers
*Metro-Music
Metropolitan Music Company
Metropolitan Music Publishers
Meyers, Midgey
Miami Music Publishers
Micor Publishing Company
*Midget Music, Inc.
Midland Music Company
Midwestern Publishers
Mike-Tunes
Millbrook Music
Millburn Music Publishers, Inc.
Miller, Charles
Miller-Grau
Miller Music Company
Milliegene Music Publishing

Mipa Productions, Inc.
Miracle Music Company
Mission Hills Publications
Missud, Jean M. (B.M.I.)
Mitchell, Margaret Smythe
Mode Music Publishing Co.
Modern Jazz Publishers, Inc.
Modern Melo Melody Publications
Modern Melodies Publishing Co.
Modern Music Publishing Co.
Modern Standard Music Co.
Moderne Editions (Cole)
Moderne Publications (Cole)
Mohawk Music Publishing Co.
Monahan Music Publications
Monarch Music Company
Mongiello, Cosmo Andreotti
Monmouth Publishing Company
*Mono-Music
Monroe Publications
Moon Ray Music Publishers
Moorhead, Paul G.
Moreland Music Publishing
Morris Music Publications
Morrison & Ewing
Morrison Music Company
Morrissey Music Company
Morse, Dave Studio Publishing
Moss, Albert W.
Motley Music Publishing Co.
Motor City Music Publishers
Mount Vernon Publications
Mountain Music Company
Mountain State Music Pub.
Movieland Music Publishers
Murray Music Company
Murray Music Publishers
Musart, L. C. Publications
Music Art Publications
Music Bar Publishers
Music Box Melodies
Music City Copyrights
*Music Counter, The
Music Enterprises
Music for Frets
Music For young America Co.
Music Incorporated
Music Manuscript Reporter
Music Products, Inc.
Music Row Publications
Musical Melody Publishers
Musicana, Inc.
Musin, Ovid (Marks)
*Mustang Music Pub. Co.

Nash Chain Song Service, The
National Association For Blind Composers, Inc.
National Association of Broadcasters
National Broacasting Co., Inc.
National Music Corp.
National Tunecrafters
Nationwide Songs, Inc.
Neff, George H.
Nelrod Music Publishers
Nelsen Music Publications
Nelson Music Publications
Nelson, Overson Publications
Neptune Music Publishers
New England Song Publishing
New Era Music Corporation
New Harmony Music Publishers
New York Music Publishing
Newton, Al
Niehoff, Dolorosa
Niksch, Donald E.
Mimisilla Music Company
Nolan Music Co.
Nolton, Frances Stuart
Nordyke Publishing Company
Normandy Music, Inc.
Normay Music Company
Northeastern Music Company
Northern Bell Music Pub. Co.
Nosnaws Music Company
Noteworthy Music, Inc.

Oahu Publishing Company
Ocean-Spray Music Company
Olin, Milton E.
Olson, Nils
Olympian Agencies
Onyx Publishers
Orange Music Publishers
Original Music Publishing Co.
Oriole Tunes
Orlowski, John R.
Otten & Kemp
Out West Music Publisher, The
Ozark Mountain Music Pub.

P. M. Music Publishing Co.
Pacific Coast Music Publishers
Pacific Music Publications
*Palladium Music Publishing Co.
Palmer Music Company
Palomar Music Corp.
Pan-American Publications
Parade Music Company
Paradise Music Company
Paragon Publishers
Paris, James B.
Parmelee, Gilbert
Pastor Music Co.
Paterson, James A.
*Patmar Music Company, Inc.
Patriotic Music Publishing Co.
Patton, Jack
Paty Publishing Company, The
Paxton, Maragaret O.
Pearl Music Company, Inc.
Peck, Leah
Peer International Corporation
Peerless Music Publishing Co.
Pelkonen, Matt, Music Co.
Peloubet, William Spalding
Pemora Music Company, Inc.
Penn, Julius, Jr.
Penn, Richard T.
Penn-Sylvan Publications
Personal Publications
Peskin Music Publishing Co.
Petrie, H. W. (Marks)
Pettett, L. J.
Petyak Publishers
Phono-Tunes Music Company
Piehl, Hilda
Pittman, Pete, Publications
Pitts, P. S., Publications
Plamor Music Company
*Plumb, Neely Publishing Co.
Pond, Frank, Music Company
Porgie, Debin & Friedman, Inc.
Portland Music Company, The
Prelude Music Co. (Marks)
Premiere Music Publishing Co.
Prestige Music
Preview Music Company
Pre-View Publications
*Princess Publications
Pritchett Publications
Pro Musica Publishing Co.
Propoggio, R. N.
Prosser Music Publishing Co.
Proven Publications
Putman Publications

Quaker Music Company
*Quality Music Company, Inc.
Quincy Music Publishers

R. R. Publishers
R. S. Rose Publishing Co.
Radio & Video Music Pub.
Radio Music Company
Radio Music Publishers
Radio-Recording Songs, Inc.
Radio Screen Music Pub. Co.
Rainbow Melodies Music Co.
Rainbow Music Publishers
Rainier Music Publishers
*Rancho Music
Randolph, Al, Publications
Ray Music Publishing Company
Raybert Music Company
Raymore - McCollister Music Publishers
Rayven Music Co., Inc.
Real Music Company
Recker, Robert, Music Co. (Marks)
Record Music Publishing Company
Recordo Music Publishers
Redskin Publishing Co.
Redwood Music Co., Inc.
Reed, Harold Jobe
Reeny Rhythms
Rees, H. E., Music Publishers
Reeves, John Frank
Regal Music Company
Regal Music Company, Ltd.
Regent Music Corp.

Reid & Singer Music Publishing Co.
Reis & Taylor, Inc.
Remarque Music Publishing Co.
Renown Music, Inc.
Republic Music Corporation
Retter, Louis, Music Company
Reveille Music Co.
Revilo Music Co.
Rex Music Publishers
Reynolds-Bickel
Rhapsody Publications
Rhodes, David W.
Rhythm Publishing Company
Rhythms Of The West
Richardson Songs
Richmond Melodies
Richter, Dr. William B.
Ricordi, G. & Co.
Rinehart, Marion W., Music Enterprise
Ringwald Publications
Rinker, Charles, Music Pub.
Rion, Johnny
Rivervale Music, Inc.
Rod Jon Music Company
Rodenberg, Edward L.
Roe, Gilbert
Romance Music Publications
Romaunt Music Publications
*Romay Music, Inc.
Romeo Twin Publishing Co.
Roque, Julio
Rork, Ernest A., & Son
Rosen, Raymond
Rosetti, Joseph
Roslyn Music Company
Ross & Howard
Ross, Hugh K.
Ross Music Company
Ross Music Pub. Co.
Rossi, Edward and Louis
RosSongs Music Publishers
Roth, Elizabeth
*Roth, Howard H. & Co., Inc.
Rousseau Publishing Co.
Roy, Mary
Royal Crown Music Company
Royal Gorge Music Publishing
Royal Music Corporation
Royalty Music Company
Rubens, Mark
Ruby Music Co.
Rudell Music Publishing Co.
Rudy Vallee Music Publications
*Rujanart Music Publications
Russell, Willard
Russian-American Music Pub.
Ruth, Barbara

S. B. G. Music Publishers
Salamanca Music Publishers
Salvatori Music Company
*San Juan Music Publishing Co.
Sanders, Zeb V.
Sapphire Music Publisher
Savoy Music Company
*Sawaya Publications, Inc., The
Saxonette Music Company
Scala Music Publishers
Schael, August, Company
Schell, William D.
Scheuerle Bros. Music Publishers
Schillinger, Arthur E.
Schirmer, E. C., Music Co.
Schofer, Kitty James
Scholl Publishing Company
Schumann Music Company
Scripter's
Seattle Music Publishing Co.
Seidel, Emil, Music Pub'g Co.
Sentinel Music Publications
*Serac Publishing Co.
*Sgambellone, G., Music Publishers
Sharkey Music Publishing Co.
Shavers, Herman
Shaw, Charlie, Publications
Shelby Music Publishing Co.
Sheldon - Mitchell Publishing
Shelhamer, Ben, Jr.
Shelton, Bertha
Shermack Company
Sherwood Music
*Shields Music Corporation
*Shopa Music Publications
*Show-Biz Music Co.
Shutt, Albert, Music Publisher
Singer, Murray, Music Pub.
Singmore Music Publishers
Siravo Music Company
*Skrivanek Music
Skylark Publications
Skylark Songs
*Skyline Music Publishers
Slate Enterprises, Inc.
Smart Songs Publishing Co.
Smith, Bob
Smith, Earl
Smith, Jerry, Publications
*Smith Publications
Snyder, Fenton Publications
Sobeck, Rosina
Society of Jewish Composers, Publishers and Songwriters
Soergel, Oscar
*Solo Music
Sommers, Henry J.
Song Hit Publishing Company
Song-Ranch Publications
Song Shop, The
Song-Tex Music Company
Songcraft Publications
Songette Publishing Co.
Sonorous Music Co., Inc.
Sons Music Pub. Co.
Southeastern Music Publisher
Spanish Music Center
Spotlight Music Company
Spry Music Publishing Co.
Staff Music
Staff Music Corporation
Stan-Host Melodies
Standard Publications
Stanow Publications
Star Music Co.
Starglow Publications
Stark Music Printing Company
Starlight Music Company
Stavin, Milt, Music Company
Steele, Ted, Publishing Co.
Stein, Rose Yvonne
Stern, Jos. W. & Co. (Marks)
Stern Music Publishing Co.
Steven, Arthur Publications
Stevens Music Company
Stevens Music Corporation
Stevens, Thomas A.
Stewart, Larry
Stone, Irving
Stone, Jack & Associates
Stover Music Company
Strand Press Music Publishers
Stratton, A. D., Music Co.
Striplin, Mary A.
Stroube, Walter A.
Stuart Music, Inc.
Studio Staff Productions
Success Music Company
Sudlik & Siegel
Sultan Associates
Sun Ray Music Publishers
Sundial Songs
Sunnyside Music Publications
Sunrise Music Company
Sunshine Music Company
Superior Melodies Publishing Co.
Sutton Music Company
Swager Song Studios
Sweet Music Publications
Sweet, William R.
Swing & Tempo Music Co.
Swing Music Publishers
Symbolic Music Publishing Co.
Syncopation Songs
Syndicate Music Publishers, Inc.

Tait-Douglas, Frederick
Tamson Music Co.
Tele-Mus Publishing Company, Inc.

Televise Music Company
The M. M. Hoffman Co.
Thomas-Cole Publishing Co.
Three Boys Music Company
Tic-Toc Publishing Company
Tichenor, W. C.
Tidd, G. M.
Tiffany Music Company
Timberland Publishing Co.
Time Music Company
Times Square Music Co.
Trans-American Music Pub.
Tingor Music, Inc.
Tinker, Bill
Tobby Music Publishers
Tomerlin, Lysle
Tompkins, Clarence F.
Tompkins, Clarence & Cuff, Paul
Topaz Music Publications
Topik Tunes
Tourjee, Leo Eben
Tracy Music Company, Inc.
Trade Mark Music
Trans-American Music Pub-
Transatlantic Music Company
Transradio Music, Inc.
*Treasure Music Publishers
*Triad Music Company
Trianon Publications
Trinity Music Co., Inc.
Trio Music Company
Tropical Song Counter
Trutone Publishing Company
Tune-House Publications
Tune Shop Music Publishers
Tune-Time Music
Tune Towne Tunes
Turner Tunes, The
Tutmarc, Paul & Dena
20th Century Music Publishers
Typemusic
Tyrone Publications

U. S. and International Music Publishers
U. S. Music, Inc.
Uhl & Ware
*Ultra Music Company
Unger Music Publisher
Unique Music Publishers
United Artists Publishing Co.
United Music, Inc.
Universal Music Sales
University Music Co.
University Publishing Company
Uranus Music Company
Urban Publications

Val Music Corporation
Valentine Music Publications
Valiant Music Company, Inc.
Valjean Music
Valner, Kurt
Valor Publications
Van Brunt Publishing Company
Van Dorn, Catherine
Van Russ Music
Vance Music Company
*Vander Music Company
Vanguard Songs
Van's Music Company
Variety Music Company
Vavrin & King
Van Bee Music Company
Velleca Publishing Company
Vernon Music Publishers
Versailles Music Co., Inc.
Vicca's Music Co.
Victory Music Company
*Vogue Music Corporation
Vogue Music Publishing Co.
*Von Hallberg Music Company

Wabash Music Company
Wade Franklin, Publications
Wahl, J. Frederick
Wald Music Company
Walden, Orville C.
Waldman, Irving, Music Publishing Company
Walker, Arthur L.
Wallace Publishing Company
Ward, Allan W., Music Pub.
Warner Studio
Washington Music Bazaar
Waterss Music Publishing Co.
Watson, W. A.
Weaver, Jesse E.
Webster Music Company
Weeks, Publisher
Wellman, Eugene
Wells, Maurice O.
Wemar Music Corporation
Wentworth, Martha
Wesjay Music Corp.
West Coast Music Publishers
West Philadelphia Music Centre
*Westchester Music Co.
Westmore Music Corporation (American Music, Inc.)
*Whimsy, Ltd.
White Mountain Music
White Way Music Company
Whitney, F. E., Publications
Wilcox Music Publishing Co.
Willard Herring, Ltd.
Williams, Albert
Williams & Williams
Williams, Bud, Publisher
Willis-Woodward Music Co. (Marks)
Wilson Publishing Co.
Winfield Music, Inc.
Winner Music
Winters, Leo, Inc.
Winthrop, G. & Company
Wise Music Publications
Withers, Mike
Witro Music Publishing Co.
Witt, Claude H.
Wizell, Murray, Music Co.
Wolfe, Hugh J.
Wood Song and Record Co.
Woodward, Harry, Music Pub. Co.
Woodland Music Company
Woods Music Co.
World Wide American Classics
Worldwide Music Publishers
Worthy, James H.
Wright Publishing Company
Wrightman, Neale Publishers
Wyner Music Publishers
*Wyoming Music Company

"X-L" (Excell) Music Publications
*Yale Record Company

Zaboy-Landino Music Company
Zenith Music Publications
Zoeller Music Company

NOTE: BMI publishers of Religious Music, special releases of individual compositions and the scores and songs of colleges and universities, are not included in this listing.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

By M. E. Tompkins

President and Secretary of AMP

ON August 1, 1947, Broadcast Music, Inc. purchased the capital stock of Associated Music Publishers, Inc. The purchase involved only the music publishing and foreign affiliated publisher relations. The purchase did not include Associated Transcription Library Service or the wire service to hotels, restaurants, etc., known as Muzak.

Associated Music Publishers, Inc. as of August 1, 1947 became the sole selling agent of fine standard and serious music catalogs which were built up by BMI throughout its publishing life. Those catalogs are now merged with the exccellent catalogs of AMP. and all activity, promotion and distribution of these catalogs will take place from Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Broadcast Music, Inc., 580 Fifth Avenue, will continue in the popular music publishing business, popular music not being involved in the merger.

All broadcasting station licensees of BMI may now use all of the materials, the performance rights of which are vested in Associated under the license they enjoy with BMI without payment of any fee to AMP, and without additional fee to BMI.

AMP Board of Directors: Carl Haverlin, President, BMI; William Hedges, NBC; Sydney M. Kaye, Vice-President, BMI; Paul Morency, WTIC; J. Harold Ryan, Fort Industry Co.; M. E. Tompkins, Prsident, AMP.

AMP officers: Sydney M. Kaye, Chairman of the Board; M. E. Tompkins, President & Secretary; Karl Bauer, Vice-President; Earl B. Hall, Vice-President; Charles E. Lawrence, Treasurer.

Publishers

Aibl Verlag (See Universal Edition)
Alpha Music
  Congress Music Co.
  Latin American Bureau
  Leader Music Co.
Asoociated Music Publishers, Inc.
Bote & Bock
  Lauterbach & Kuhn
Breitkopf Publications
Breitkopf & Haertel
  Carl Simon
Broussan (See Editions Eschig)
Congress Music Co. (See Alpha Music)
Demets (See Editions Eschig)
*Doblinger Verlag
Dupont (See Editions Eschig)
Eos Verlag (See Simrock)
Editions Eschig
  Broussan
  Demets
  Dupont
  Ondet
  Pion Honoré
  Société Nouvelle
  Vieu
Filmusic Union (See B. Schott's Soehne)
Julius Hainauer
*Wilhelm Hansen Forlag
Kahnts' Schering Edition
Latin American Bureau (See Alpha Music)
Lauterbach & Kuhn (See Alpha Music)
Leader Music Co. (See Alpha Music)
F. E. C. Leuckart
Luckardt (ee Simrock)
Otto Maass (See Universal Edition)
Nagel Musical Archives
Ondet (See Editions Eschig)
Philharmonischer Verlag (See B. Schott's Soehne)
Pion Honoré (See Editions Eschig)
Pro Art Publications
Schott & Co., Ltd.
B. Schott's Soehne
  Filmusik Union
  Grosch Verlag
  Philharmonischer Verlag
Schuberthaus Verlag (See Universal Edition)
Senff (See Simrock)
Carl Simon (See Breitkopf & Haertel)
N. Simrock
  Esos Verlag
  Luckardt
  Raabe & Plothow
  Senff
Société Nouvelle (See Editions Eschig)
*Universal Edition
  Aibl Verlag
  Albert Gutman
  Schuberthaus Verlag
  Otto Maass
Vieu (See Editions Eschig)

*Symphonic Works only, as per a special list.

SESAC, Inc.

By PAUL HEINECKE
President

SESAC is pleased to announce that 1948 marks the 18th year of service to the broadcasting industry and all allied fields in the entertainment business. We are grateful, too, in having been able to grow with the industry and that mutual experiences have made it possible for us to meet each individual broadcaster's specific music requirements; simplify his music licensing problems; and prepare to assist him, as in the past, through any music copyright crisis which may arise.

As radio has expanded, so has SESAC, with many new publishers whose large catalogs have been added to our repertory, embracing well over 120,000 copyrighted compositions of every type of music—music needed daily, never dated, but of lasting value and appeal.

Such prominent American composers as Victor Herbert, Rudolf Friml, Edward MacDowell, Charles Wakefield Cadman, Bruno Huhn, Mrs. H. H. A. Beach, Cuthbert Harris, Virgil Thomson, Frank Grey and many others, through their compositions, enrich the SESAC music enjoyed by millions.

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SESAC, in keeping with its long range plans for the future, began years ago to obtain for the broadcasters' use, a wide diversification in the music catalogs of its imposing list of American and foreign publishers. SESAC went further, in a realization that the spoken word, with or without music background, would play an important role in radio in the form of dramas, plays, sketches, musical comedies, operas, operettas. The SESAC catalogs contain hundreds of dramatic and comedy vehicles, now ready to serve our licensed stations in AM and FM, but more importantly, in greater measure, in television.

SESAC is further expending its full co-operation to FM and TV stations by making available its complete repertory under a gratis performance license valid until further notice. Meanwhile, special consideration is being given to the particular production and programming requirements of television.

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Another important phase of SESAC's service is a high quality, modestly priced transcribed library-program service, which, at the end of 1947, only two and a half years after its inception, is being used effectively by over 300 AM, FM and TV stations. This unique library, containing only SESAC compositions, is recorded with an expertly-balanced one-quarter hour musical program made up of separate cuts on every vinylite record face. As a time-saver and a money-maker, the service has far exceeded every expectation of our subscribers.

All of our facilities, our services and the catalogs of our affiliated publishers are geared to meet the current music needs of the entire industry as well as keep pace with every programming and production requirement which may develop in the future. Whether your broadcasting medium is audio or video, SESAC is ready to serve you with The Best Music In America.

PUBLISHERS

Accordion Music Publishing Co., New York
including:
Deiro, Pietro
Adamus, A. (See "P.W.P.")
Adamus, Zenobiusz (See "P.W.P.")
Albright Music Company (See National Music Company, Inc.)
Alford, Harry L., Chicago
Alkire, Eddie, Publications, Easton, Pa.
Altschuler, J. (See "P.W.P.")
Arct, M., Warsaw, Poland
Ashmall, Wm. E., Company (See McLaughlin & Reilly Co.)
Augsburg Publishing House, Minneapolis
Avalon Music Publishing Co. (See Stirling Music Publishing Co.)
Babwin Publications (See Pallma Music Products)
Barnes, A. S., and Company, Inc., New York
Barnhouse, C. L., Company, Oskaloosa, Ia.
Bartlett, E. M. (See Brumley, Albert E.)
Barwicki, K. T. (See "P.W.P.")
Beazley, Samuel W., & Son (See Stamps-Baxter Music & Printing Co.)
Beirly Company (See Chart Music Publishing House, Inc.)
Bendix Publishing Corp. (See National Music Company, Inc.)
Benson, John T., Publishing Co., Nashville, Tenn.
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J., Chicago.
including:
Braun Music Co.
Braun Organization, The
Broadcast Music Publishers (See National Music Company, Inc.)
Brumley, Albert E., Powell, Mo.
including:
E. M. Bartlett
Bryant Music Company, New York
Call-Mar Publishers, Inc., Woodstock, Ill.
Capitol Music Co. (See National Music Company, Inc.)
Catholic Music Co. (See McLaughlin & Reilly Co.)
Central Music Co., Dallas, Texas. (including: Ramsey, Will M.)
Chart Music Publishing House, Inc., Chicago
including:
Beirly Company, Alfred
Coanacher, B.
Huffer, Fred K.
Littig, Frank, Music Publishing Co.
Warde, Harry
Warner, F. Eugene
Western Accordion Music Company
Church Music Co., The, Fullerton, Calif.
Clef Music Co., New York
Coanacher, B. (See Chart Music Publishing House, Inc.)
Composers Press, Inc., The, New York
Concord Music Publishing Co., Inc., New York
Cummings, M. Homer, Coalwood, W. Va.
Daniel, John, Nashville, Tenn.
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
(See Firm Foundation Publishing House)
Deiro, Pietro (See Accordion Music Publishing Co.)
Denison, T. S., & Company, Chicago
Di Bella, O., New York
Edition "Jastrzab" (See "P.W.P.")
including:
Rudnicky, Walery
"W.J.R."
Rzepecki, J.
Editions "Olympia" (See "P.W.P.")
Editions Pro Arte (See "P.W.P.")
Eulenburg, Ernst, Ltd., London, England
Fairbank, H. W., Company (See National Music Co., Inc.)
Ferrill, J. W. (See Quartet Music Company)
Firm Foundation Publishing House, Austin, Tex.
including:
Dean, Emmet S.
Dean & Edmiaston
Dean & Evridge
Dean & Franklin
Dean & Hensley
Dean & Morgan
Dean & Sebren
Ramsey & Parker
Trio Music Co.
Gebethner & Wolff, Warsaw, Poland
Georgi & Vitak Music Co. (See Vitak-Elsnic Co.)
Gilbert Music Company (See McLaughlin & Reilly Co.)
Goddard Music Company, Chicago
Gornston, David, New York
Gospel Music Publications (See Hathaway, Franklin Earl)
Grabczewski, F., Warsaw, Poland
Hall Music Co., The, Maryville, Tenn.
Hall & McCreary Co., Chicago
Hanson, Eddy (See National Music Company, Inc.)
Harmonia Edition Publishing Company, New York
including:
Harmonie Publications
Rondo Publications
Harper & Brothers, New York

Hart's Music Company (See National Music Co., Inc.)
Hartford Music Co., The, Hartford, Ark.
Hathaway, Franklin Earl
Music Publisher, Chicago
including:
Gospel Music Publications
Henson, J. M., Music Publisher, Atlanta Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman, Raymond A., Company, Chicago
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)
Idzikowski, Leon, Warsaw, Poland
Idzikowski, M. (See "P.W.P.")
Jastrzab (See "P.W.P.")
Jeffress Music Co., Crossett, Ark.
Jewell, Fred, Music Co., Worthington, Ind.
Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Keene, Hank, Inc., South Coventry, Conn.
Kelman Music Corp., New York
King, K. L., Music House, Inc., Fort Dodge, Ia.
Kjos, Neil A., Music Co., Chicago
including:
Max and Beatrice Krone
Krachtus, John, Chicago
Krone, Max & Beatrice (See Kjos Music Co.)
Littig, Frank, Music Publishing Co. (See Chart Music Publishing House, Inc.)
Liturgical Music Company (See McLaughlin & Reilly Co.)
Liturgical Music Press, Inc., New York
Maciejowski, ZB. (See "P.W.P.")
McLaughlin & Reilly Co., Boston
including:
Liturgical Music Company
Catholic Music Co.
Also including published copyrighted compositions taken over from:
Wm. E. Ashmall & Co.
Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Modern Music Library, London, England
including:
Josef Holbrooke
Morris-Henson Music Co. (See Henson, J. M., Music Publisher)
Music Press (William L. Dawson) Tuskegee Institute, Tuskegee, Ala.
Music Press, Inc., New York
Music Products Corporation (See Pallma Music Products)
National Music Co., Fort Worth, Tex.
National Music Company, Inc., Chicago
including:
Albright Music Company
Bendix Publishing Corp.
Broadcast Music Publishers (See Eddy Hanson)
Capitol Music Co.
Fairbank, H. W., Company
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Company (See Eddy Hanson)
Standard Songs (See Eddy Hanson)
Windsor Music Company
also including published copyrighted compositions taken over from:
Eddy Hanson
Nattrass-Schenck, Inc., New York
Network Music Publishers (See Top Music Publishers, Inc.)
Northwestern Press, The, Minneapolis, Minn.
Nowa Scena, Warsaw, Poland
Nowacki, Henryk X. (See "P.W.P.")
Oak Ridge Quartet Music Co., Nashville Tenn.
Olympia (See Editions "Olympia")
Pagani, O., & Bro., New York
Pallma Music Products Corp., Chicago
including:
Palma, Frank, Music Publisher
Music Products Corporation
Babwin Publications
Quincke, Walter A. (Compositions as per list issued)
Paragon Music Publishers, New York
Panella, Frank A., Pittsburgh, Pa.
Parks, J. A., Company, Chicago
Parris Music Co., Jasper, Ala.
Perry's Sons, A. W., Sedalia, Mo.
Pioneer Music Press, Salt Lake City
including:
Wheelwright, Lorin F.
Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw, Poland (See "P.W.P.")
Poltawski, Aleksander (See "P.W.P.")
Pomaranski, Zygmunt (See "P.W.P.")
Popular Music Publications (See National Music Company, Inc.)
Pro Arte (See Editions Pro Arte)
"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw, Poland
Affiliates:
Adamus, A.
Adamus, Zenobiusz
Altschuler, J.
Barwicki, K. T.
Edition "Jastrazab"
including:
Rudnicki, Walery "W. J. R."
Rzepecki, J.
Editions "Olympia"

Editions Pro Arte
Idzikowski, M.
Jastrzab
Maciepowski, ZB.
Nowacki, Hendryk X.
Polskie Towarzystwo Muzyki Wspolczesnej
Paltawski, Aleksander
Pomaranski, Zygmunt
Seyfarth, G.
Slaski, H.
Towarzystwo Wydawnicze Muzyki Polskiej
Wiehler, Z.
Witczyk, Stanislaw
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow
Zak, Czeslaw
Zaremba, Alojzy

Quartet Music Co., Fort Worth, Tex.
including:
J. E. Thomas
J. W. Ferrill
Alvis O. Thomas

Quincke, Walter A. (See Pallma Music Products)
Radio City Guitar Studio, Jackson Heights, New York
Ramsey, Will M. (See Central Music Co.)
Ramsey & Parker (See Firm Foundation Publishing House)
Revival Music Co., The, Searcy, Ark.
including:
Walls, W. M.

Ricart & Cia, Luis
S. L., Via Layetana, Barcelona, Spain
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See "P.W.P.")
Rzepecki (See "P.W.P.")
Sacred Music Foundation, The, Los Angeles
including:
Herbert G. Tovey

Sajewski, W. H., Chicago
Schmidt Co., The Arthur P., Boston 16
Schmitt, Paul A., Music Company, Minneapolis, Minn.
Schuberth, Edward, & Co., Inc., N. Y.
Select Music Company (See National Music Company, Inc.)
Seyfarth, G. (See "P.W.P.")
Showalter Co., The A. J., Dalton, Ga.
Simon, Frank, Middletown, Ohio
Singenberger, John (See McLaughlin & Reilly Co.)
Singenberger, Otto (See McLaughlin & Reilly Co.)
Sisk Music Company, The, Toccoa, Ga.
Slaski, H. (See "P.W.P.")
Smith, Wm. J., Music Co., Inc., New York
Southern Music Plate Co. (See Henson, J. M., Music Publisher)
Stamps-Baxter Music & Printing Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
including:
Samuel W. Beazley & Son
V. O. Stamps Music Company

Stamps Quartet Music Co., Dallas, Tex.
Standard Music Company (See National Music Company, Inc.)
Standard Songs (See National Music Company, Inc.)
Stirling Music Publishing Co., New York
including:
Avalon Music Publishing Co.

Teddlie, Tillit S., Greenville, Texas
Tennessee Music and Printing Co., Cleveland, Tenn.
Thomas, Alvis O. (See Quartet Music Co.)
Thomas, J. E.
(See Quartet Music Company)
Top Music Publishers, Inc., New York
including:
Kanner Music Publishing Co.
Network Music Publishers

Tovey, Herbert G. (See Sacred Music Foundation, The)
Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw, Poland (See "P.W.P.")
Treasure Chest Publications, Inc., N. Y.
Trio Music Co. (See Firm Foundation Publishing House)
Vaughan, James D., Lawrenceburg, Tenn.
Vitak-Elsnic Co., Chicago
including:
Georgi and Vitak Music Co.

Walls, W. M. (See Revival Music Co.)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw, Poland
Weaner, Maxwell (See Weaner-Levant Publications)
Weaner-Levant Publications, New York
including:
Weaner, Maxwell

Western Accordion Music Company (See Chart Music Publishing House, Inc.)
Whitney Blake Music Publishers, N. Y.
Wiehler, Z. (See "P.W.P.")
Windsor Music Company (See National Music Company)
Winsett, R. E., Dayton, Tenn.
Witczyk, Stanislaw (See "P.W.P.")
"W.J.R." (See "P.W.P.")
"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")
Zak, Czeslaw (See "P.W.P.")
Zalewski, B. J., Chicago
Zaremba, Alojzy (See "P.W.P.")

BEHIND THE MIKE

Work of

Artists

Vocalists

Sports Commentators

News Commentators

Disc Jockeys

Orchestra Leaders

Musical Conductors

Organists

Radio Writers

Announcers

Directors-Producers

Radio Directors

Home Economics Directors

Managers and Agents

For . . . 1947

Radio Artists

—their work during 1947

— A —

ABBOTT, BUD
(Abbott, William); Actor; b. Asbury Park, N. J., Oct. 2, 1898; Abbott & Costello Show (ABC).

ABBOTT, GREGORY
NBC—Believe It or Not

ABBOT, JUDITH
NBC—Aldrich Family

ABBOTT, LEITH
KGW, Portland Ore.
Driver of the Month

ACE, GOODMAN
Easy Aces

ACE, JANE
Easy Aces

ACREE, CHUCK
CBS—Hint Hunt

ADAMS, FRANKLIN P.
MBS—Information Please

ADAMS, INGE
NBC—Light of the World
NBC—Joyce Jordan

ADAMS, LEE
CBS—Lee Adams

ADAMS, MASON
NBC—Pepper Young's Family

ADLER, LUTHER
NBC—Mystery without Murder

ALBERTSON, JACK
NBC—Milton Berle Show

ALEXANDER, A. L.
MBS—Mediation Board

ALEXANDER, BEN
MBS—Heart's Desire

ALEXANDER, JOAN
CBS—Rosemary, Perry Mason

ALLEN, CHARME
CBS—David Harum

ALLEN, FRED
(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (NBC)

ALLEN, GRACIE
(Burns, Mrs. George); Comedienne; b. San Francisco, Calif., Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC)

ALLEN, PATRICK
NBC—Curtain Time

ALLEN, MINETTA
NBC—One Man's Family

ALLISON, FRAN
NBC—Meet the Meeks

ALLMAN, ELVIA
NBC—Abbott and Costello
Life of Riley
Maxwell House Coffee Time
Jack Benny Show
Eddie Cantor Show
Alan Young Show
CBS—Bill Goodwin Show

AMECHE, DON
NBC—The Drene Show

AMECHE, JIM
NBC—Grand Marquee

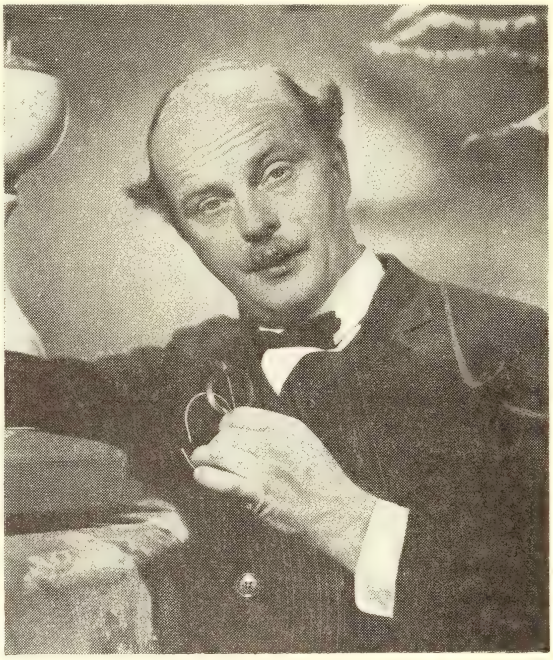
AMECHE, LOLA
ABC—Junior Junction

AMSTERDAM, MOREY
WHN

ANDREWS, CAMERSON
ABC—My True Story

ANDREWS, DAVID
KMBC, Kansas City, Mo.
Rymaline Time

ANSON, BILL
MC, disc jockey; b. Chicago, Ill., Nov. 15, 1909; Chicago Art Inst.; Hollywood Bandstand (KFWB)



AVAILABLE!
EDGAR BERGEN
Character Actor
Has Tuxedo—
Will Travel
Meaty Characterizations
a Specialty
Now appearing
(Without Charlie
McCarthy) in R.K.O.'s
"I REMEMBER
MAMA"
★
Sunday Evenings For
Tender Leaf Tea
&
Royal Pudding
NBC

ANTHONY, ALLEN C.
NBC—Dr. I Q program
ARDEN, EVE
NBC—Sealtest Village Store
ARNALL, CURTIS
ABC—My True Story
ARNOLD, EDDIE
MBS—The Eddie Arnold Show
ARNOLD, EDITH
CBS—Crime Doctor
ARNOLD, EDWARD
ABC—Mr. President
ARQUETTE, CLIFF
CBS—Dick Haymes Show
ASCOT, RITA
NBC—Ma Perkins
AUDLEY, ELEANOR
ABC—My True Story
AUERBACH, ARTIE
NBC—Jack Benny Show
Mr. Kitzel
AVERBACH, HY
NBC—Jack Paar Show
Sealtest Village Store, Starring Jack Carson with Eve Arden
Bob Burns Show
AVERY, TOL
NBC—Mad Masters

— B —

BACKUS, GEORGIA
NBC—Story of Holly Sloan
BACKUS, JIM
NBC—Alan Young Show
Bob Burns Show
MBS—The Jim Backus Show
BAILEY, BOB
NBC—Story of Holly Sloan
A Day in the Life of Dennis Day
BAILEY, JACK
MBS—Queen For A Day
BAIN, DONALD
ABC—Theater Guild, My True Story, Ladies Be Seated
BAKER, KENNY
The Kenny Baker Show
BAKER, PHIL
CBS, NBC—Take It Or Leave It
BANGHART, KENNETH
NBC—Author Meets Critic
Ford Theater
BANKS, JOAN
NBC—Today's Children
BARCLAY, LOUISE
Right to Happiness
BARI, LYNN
NBC—Rexall Summer Theater
BARKER, BRAD
ABC—The Theater Guild, My True Story
BARNEY, MARION
NBC—Pepper Young's Family
When a Girl Marries
BARRY, JACK
MBS—Juvenile Jury
BARRYMORE, LIONEL
ABC—Mayor of the Town
BARTLETT, TOMMY
ABC—Welcome Travelers
Tommy Bartlett Time
BARTON, FRANK
NBC—The Time, the Place, & the Tune
A Day in the Life of Dennis Day
BASQUETTE, JIM
NBC—Amos 'n' Andy
BATCHELDER, JOHNNY
NBC—Consumer Time
BAUER, CHARITA
ABC—My True Story
CBS—Rose of My Dreams
BAYAN, ADRIENNE
MBS—True Detective Mysteries
BEASLEY, IRENE
CBS—Grand Slam
BECK, JACKSON
MBS—Superman, Philip Morris (NBC CBS)
BECKER SANDY
BEGLEY, ED
(Begley, Edward J.); Actor; b. Hartford, Conn., March 25, 1901; St. Patrick Parochial Sch.; Will Brown on Aldrich Family; Sgt. O'Hara on Fat Man; Pete Stone on Big Sister; Francis Hayfield on Myrt & Marge; Dr. Mildermaul on Joyce Jordan; Charlie Chan on Adventures of Charlie Chan; Behind the Front Page (MBS)
BEGLEY, MARTIN
ABC—Fishing & Hunting Club of the Air
My True Story
BEHRENS, FRANK
NBC—Lorenzo Jones
BELASCO, LEON
CBS—Man Called X,
BELL, RALPH
ABC—My True Story

CHARLES McCARTHY

STAR of the
Tender Leaf Tea and
Royal Pudding show

Comedian Extraordinaire, dramatic Star and Romantic Idol

Now available for suitably important motion picture starring roles

Broadminded

Will work with anything but dogs and ventriloquists

Money no object
(no objection to it either)

fred allen

has switched

to

ford

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"PALMOLIVE" NBC

ED. J. WEBER
Gen'l Mgr.
156 W. 44th St., New York 18, N. Y.

"KIRKMAN" WOR

BENADARET, BEA
NBC—Jack Benny Show
A Day in the Life of Dennis Day
Maxwell House Coffee Time Starring George Burns and Gracie Allen
Fibber McGee and Molly
The Great Gildersleeve
CBS—Adventures of Ozzie & Harriet

BENDER, DAWN
NBC—One Man's Family

BENDIX, WILLIAM
NBC—Life of Riley

BENNELL, FRAN
KDKA, Pittsburgh, Pa.
KDKA School of the Air

BENNY, JACK
(Kubelsky, Benjamin); Radio comedian; b. Chicago, Ill., Feb. 14, 1894; The Jack Benny Show (NBC)

BENTLEY, SPENCER
NBC—Stella Dallas

BERCH, JACK
The Jack Berch Show

BERGEN, EDGAR
(Bergen, Edgar John); Radio artist comedian, ventriloquist; b. Chicago, Ill., Feb 16, 1903; Northwestern Univ., B.A.; Honorary M.A.; Charlie McCarthy Show (NBC)

BERLE, MILTON
(Berlinger, Milton); Comedian; b. New York, N. Y., July 12, 1908; Milton Berle Show (CBS)

BERNARD, BOBBY
NBC—The Baxters

BERNARD, CHARLES
KUGN, Eugene, Ore.
Old Timer

BERNARD, PHILIP
(Brace, Philip): Radio & Screen Actor; b. New Orleans, La. 1936; Hollywood Professional School; Lux Radio Theatre; Dennis Day Show; Family Theatre.

BERNARD, TOMMY
(Brace, Tommy); Actor; b. Los Angeles, Calif., 1923; ed. Hollywood Professional School; Adventures of Ozzie & Harriet, CBS; Those Websters, KFWB; Sweeney and March, CBS

BERNER, SARA
NBC—Sealtest Village Store
Jack Benny Show
The Frank Morgan Show
Eddie Cantor Show
CBS—Arthur's Place

BERTRAND, MARIANNE
NBC—The Baxters

BERWIN, BERNICE
NBC—One Man's Family

BETZ, CARL
KDKA, Pittsburgh, Pa.
KDKA, School of the Air
Adventures in Research

BICKART, SANFORD H.
Actor, Announcer, Narrator; b. Pittsburgh, Pa., July 14, 1905; ed. Univ. of Pittsburgh Pre-Medical; Special in drama, Carnegie Tech, AB; Jack Benny in Hollywood; Playhouse; Big Town; Dark Venture; Ford Theatre; Hedda Hopper; True Detective; Official Detective.

BILLSBURY, RYE
CBS—First Nighter

BINYON, CONRAD
ABC—Mayor of the Town
NBC—One Man's Family

BLACKBURN, ARLINE
ABC—Young Widder Brown
Back Stage Wife

BLAINE, MARTIN
NBC—Katie's Daughter

BLAIR, HENRY
NBC—One Man's Family

BLAIRE, HENRY
CBS—Adventures of Ozzie and Harriet

BLANC, MEL
NBC—Jack Benny Show
Judy Canova Show
Maxwell House Coffee Time
CBS—Mel Blanc Show

BLOCK, MARTIN
MBS—The Martin Block Show

BOGUE, MERWYN (Ish Kabibble)
NBC—Kay Kyser's College of Musical Knowledge

BOLAND, JOE
ABC—My True Story

BOLES, JIM
NBC—City Service Television

BORGE, VICTOR
NBC—The Victor Borge Show

BORIS, ANTHONY
NBC—Philip Morris Presents the Rudy Vallee Show

"The People Who Live in the Burns House"

On the Air for

Maxwell House Coffee

GEORGE and GRACIE

with

BILL GOODWIN and MEREDITH WILLSON

Written by **KEITH FOWLER** and **PAUL HENNING**

•

THURSDAY NIGHTS — NBC

ARTHUR GODFREY

IRENE
BEASLEY

Star of

"GRAND SLAM"

CBS—Monday through Friday

Management

RADIO PRODUCTION SERVICE

501 Madison Ave., N.Y.C. PL. 3-8940

BRADLEY, CURLEY
MBS—Tom Mix
BRADLEY, MERLE
KMBC, Kansas City, Mo.
Appointment with Joanne Taylor
BRAHAM, HORACE
ABC—The Theater Guild
My True Story
BRANDT, MEL
NBC—Light of the World
BRANN, ROGER
KDKA, Pittsburgh, Pa.
KDKA School of the Air
BRASFIELD, ROD
NBC—Grand Ole Opry
BRAZUR, BURT
ABC—My True Story
BREEMER, BRACE
ABC—The Lone Ranger
BREMNER, MURIEL
NBC—Grand Marquee

BRENEMAN, TOM
Radio artist, MC; b. Waynesboro, Pa., June 18, 1902; Columbia Univ.; Keith, Balaban & Katz vaud. circuits; KFW3, Hollywood; Managed San Francisco CBS station, KFAC, KFVD, Los Angeles; Feminine Fancies; The Sports Huddle, What's On Your Mind, Launched Breakfast at Sardi's, Tom Breneman's Breakfast In Hollywood, ABC, Jan. '41. Purchased own restaurant from which Breakfast in Hollywood emanates. Located on Vine near Sunset.

BREWSTER, JOHN
NBC—Stella Dallas
BRICE, FANNY
CBS—Baby Snooks
BRIGGS, DONALD
CBS—Perry Mason
BROKENSHIRE, NORMAN
NBC

BROWN, DICK
(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, HAL
NBC—Just Plain Bill

BROWN, JOHN
Actor; b. Hull, England; Life of Riley; My Friend Irma; A Date with Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks; Duffy's Tavern (NBC)

BRYAN, ARTHUR
NBC—Fibber McGee and Molly
The Great Gildersleeve
Adventures of Archie Andrews
Gramps
Milton Berle Show
BRYANT, WILLIE
MBS—Harlem Hospitality Club
BUCKLEY, FLOYD
NBC—The Aldrich Family
BUKA, DONALD
ABC—Theater Guild
BUNCE, ALAN
ABC—Ethel and Albert
BURKE, GEORGIA
NBC—When a Girl Marries
BURNETTE, JACK
WALT, Tampa, Fla.
BURNS, BOB
NBC—Bob Burns Show

BURNS, GEORGE
Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC)

BURROWS, ABE
Radio actor; Writer; b. New York City, N. Y., 1910; ed. City College of New York and N. Y. C. Writer; Dinah Shore Program; Joan Davis, Abe Burrows Show; (CBS)

BURTON, MATT
WFRC, Reidsville, N. C.
BUSEK, ANITA
KWSC, Pullman, Wash.
The Story Lady
BUSHMAN, FRANCIS X.
NBC—Rexall Summer Theater
Fitch Bandwagon, Starring Alice Faye and Phil Harris
BUTTRAM, PAT
NBC—Saturday Night Roundup, Starring Roy Rogers
Fitch Bandwagon, Starring Alice Faye and Phil Harris

— C —

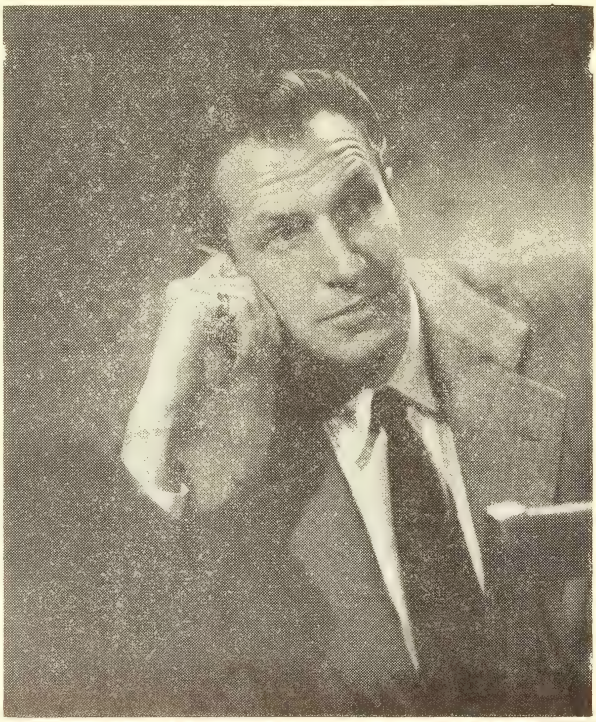
CAGNEY, JEANNE
ABC—My True Story
CAIN, ALDINE
KSGM, Ste. Genevieve, Mo.
Movieland
CAMARGO, Ralph
ABC—To Live in Peace
My True Story

Ed and Pegeen Fitzgerald

VOX POP

PARKS JOHNSON & WARREN HULL

(*Since* 1932)



VINCENT PRICE

starring as

The Saint

for

Trim—CBS—Wednesdays

CAMPBELL, PATSY
Aldrich Family
Calling All Girls
Molle Mystery
CANDIDO, CANDY
NBC—Sealtest Village Store
Jimmy Durante Show
CANHAM, ERWIN D.
ABC — The Christian Science Monitor Views The News
CANOVA, JUDY
NBC—Judy Canova Show
CANTOR, CHARLIE
NBC—Alan Young Show
Duffy's Tavern

CANTOR, EDDIE
Comedian; b. New York, N. Y., Jan. 31, 1893; Pabst Blue Ribbon Show

CARLON, FRAN
CBS—Our Gal Sunday
Big Town
CARLTON, DEAN
ABC—This Is Your FBI
CARPENTER, CLIFF
Terry & the Pirates
My True Story
CARPENTER, KEN
ABC—Bing Crosby Show

CARSON, JACK E.
Actor; b. Carmen, Manitoba, Canada, Oct. 27, 1910; St. Johns Mil. Acad.; Carleton College; star of NBC's "The New Sealtest Village Store".

CASE, NELSON
CBS—Lone Journey
CASEY, ANGEL
NBC—The Baxters
CATES, OPIE
ABC—The Opie Cates Show
CESAR, GEORGE
NBC—Curtain Time
CHALMERS, TOM
NBC—Pepper Young's Family
CHAMBERS, NORMA
ABC—My True Story
CHANCE, RAY
KMBC, Kansas City, Mo.
Appointment with Joanne Taylor
CHAPMAN, PATTI
ABC—My True Story
CBS—Aunt Jenny
CHAPPEL, ERNEST
MBS—Quiet Please
CHEVIGNY, HECTOR
NBC—Plays by Ear
CHITTISON, HERMAN
CBS—Casey
Crime Photographer
CHRISTY, KEN
NBC—Meet Me at Parky's
Life of Riley
CLAIRE, HELEN
ABC—The Sheriff
CLARK, COTTONSEED
CBS—Hollywood Barn Dance

CLARK, LON CLAUDE
Actor, narrator, announcer; b. Bricelyn, Minn.; MacPhail Sch. of Music; Univ. of Cinn.; New Sch. for Social Research; Nick Carter; MBS, Exploring the Unknown; Flashgun Casey; Aldrich Family; Boston Blackie; Gangbusters

CLARKE, PHIL
(Clarke, Philip Norman); Actor; b. London, Eng., Aug. 4, 1904; Cathedral of St. John the Devine; Peekskill Mil. Acad.; Clapham College, London; Helen Hayes Show; Light of the World; Chase & Sanborn Hour (Tele); Superman; Dick Tracy; Nick Carter.

CLAYTON, PATTI

CONWAY, JULIE
Singer, Actress; b. Granite City, Ill.; ed. Northwestern U.; Sparkle Girl; CBS, NBC Armstrong Quaker Girl; CBS, The Blu-White Kid CBS, NBC

COSTELLO, LOU
(Cristillo, Lou); Actor; b. Paterson, N. J., Mar. 6, 1908; Abbott & Costello Show (ABC).

LEE, PEGGY

COTSWORTH, STAATS
Actor, stage, radio; b. Oak Park, Ill., Feb. 17, 1908; Penn. Sch of Industrial Art; N. Y. Civic Rep. Theater Apprentice Group; Lone Journey (CBS); Front Page Farrell (NBC); Casey, Crime Photographer (CBS); Harvest of Stars; The Sheriff; This Is Your FBI.

COURTNEY, ALAN
CRAIG, DON
NBC—Fred Waring Show
CRENNA, DICK
NBC—Date With Judy

JEAN HERSHOLT

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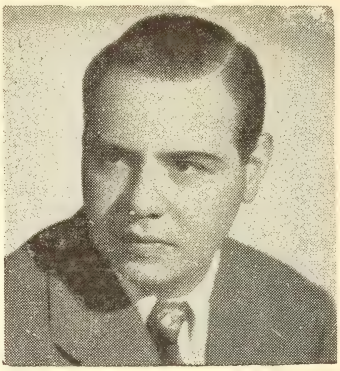

ACTOR • ANNOUNCER • NARRATOR

LA 4-1200

BOB SHERRY

N B C

ANNOUNCER — M.C.

NARRATOR

JULIE CONWAY

Oxydol's Sparkle Girl
Armstrong Quaker Girl
The Blu-White Kid

Radio Registry

CREORE, PHYLLIS
CBS—Aunt Jenny
CROCKER, BETTY
ABC—Betty Crocker Magazine of the Air
CROFT, MARY JANE
NBC—Abbott and Costello
Sealtest Village Store
CBS—Bill Goodwin Show
CROSBY, BING
ABC—Philco Radio Time
CROWDER, CONSTANCE
MBS—Those Websters
CROWLEY, MATT
NBC—Road of Life
CRUM, A. B.
KWG, Portland, Ore.
Science Byways
CULLEN, BILL
CBS—Winner Take All
Give and Take
Missus Goes A-Shoppin

CLARKE, PHIL
Superman
Dick Tracy
Nick Carter

COLLINS, FRED
CBS—FBI In Peace & War
COLLINS, TED
MBS—Kate Smith
COLLINS, TOM
NBC—One Man's Family
COLONNA, JERRY
NBC—Bob Hope Show
COLVIG, PINTO
NBC—Frank Morgan Show
CONREID, HANS
NBC—Mystery in the Air
Bob Burns Show
Jack Paar Show
Maxwell House Coffee Time
COOK, TOMMY
NBC—Life of Riley
Date With Judy
COOPER, BEN
ABC—My True Story
COPPIN, GRACE
NBC—Katie's Daughter
CORDELL, KATHLEEN
CBS—Second Mrs. Burton
CORRELL, CHARLES (ANDY)
NBC—Amos 'n' Andy Show
COST, SUSAN
CBS—Mary Lee Taylor
COSTELLO, LOU
NBC, ABC—Abbott and Costello

CULLEN, BILL
CBS—Winner Take All

CURTIN, JOSEPH
CBS—Mr. & Mrs. North

— D —

DAMON, LES
CBS—Adventures of the Thin Man
NBC—Right to Happiness
DANCEY, NINA
WSIV, Pekin, Ill.
It Happened Here
DANDRIDGE, RUBY
NBC—Judy Canova Show
DARNAY, TONI
CBS—Strange Romance of Evelyn Winters
DAVIS, DIX
NBC—Date With Judy

DAVIS, JOAN
(Williams, Josephine Madonna); Radio - Screen actress; b. St. Paul, Minn., June 29, 1912; Joan Davis Show (CBS).

CULLEN, WILLIAM L.
DAY, DENNIS
NBC—A Day in the Life of Dennis Day
Jack Benny Show
DEAN, EDDIE
National Barn Dance
Judy Canova Show
DE CAMP, ROSEMARY
CBS—Dr. Christian
DeKOVEN, ROGER
ABC—Famous Jury Trials
My True Story

DELMAR, KENNY (Senator Claghorn)
NBC—Fred Allen Show

DENNY, GEORGE V., JR.
ABC—America's Town Meeting
DeSANTIS, JOSEPH
ABC—The Clock
DESMOND, FRANCES
NBC—Meet the Meeks
DIAMOND, STEPHANIE
KDKA, Pittsburgh, Pa.
KDKA School of the Air
King for a Minute
Adventures in Research
DOBKIN, LARRY
NBC — Adventures of Ellery Queen
DOIG, BARRY
NBC—Light of the World

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DOLOKHOV, ADELE
KDKA, Pittsburgh, Pa.
KDKA School of the Air
DOLPH, JACK
NBC—Fred Waring Show
DONALD, PETER C.
Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC); Fred Allen Show
DONEY, JIM
WSRS, Cleveland Heights, O.
DONZE, AILEEN
KSGM, Ste. Genevieve, Mo.
Attention Ladies
Thru Fairyland
DOUGLAS, DON
MBS—High Adventure
DOUGLAS, SHARON
NBC—Sealtest Village Store
A Day in the Life of Dennis Day
DOUGLAS, SUSAN
MBS—Official Detective
DOUGLASS, DON
ABC—Fishing & Hunting Club
DOUGLASS, NANCY
ABC—My True Story
DOWLING, EDDIE
NBC—The Big Break
DOWLING, JANET
NBC—When a Girl Marries
DOYLE, LEN
NBC—Mr. District Attorney
DRAKE, BOB
KENT, Shreveport, La.
Camptown Radio
DUBOV, PAUL
True Detective
Ellery Queen
DUDLEY, BERNARD
This is Hollywood
DUFF, HOWARD
CBS — Adventures of Sam Spade
DUMAS, HELENE
NBC—Right to Happiness
DUNBAR, CED
WSRS, Cleveland, Heights, O.
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
DUNN, EDDIE
MBS—True or False
DURANTE, JIMMY
(Durante, James); Comedian; b. New York, N. Y., Feb. 13, 1893; Jimmy Durante Show.
DWYER, RUTH
WOOK, Silver Spring, Md.
Talent House

— E —

EARL, DR. CRAIG
ABC—Professor Quiz
EAST, ED
Head of Ed East Creative Recorded Spots; b. Bloomington, Ind.; Meet the Missus, CBS, PAC.
EDWARDS, CLIFF
ABC—Cliff Edwards Show
EDWARDS, JACK, JR.
NBC—Today's Children
EDWARDS, RALPH
MC, comedian· b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences (NBC)
EDWARDS, SAM
CBS—Meet Corliss Archer
EDWARDS, SAMMY
NBC—Fabulous Dr. Tweedy
EGGLESTON, CHARLES
NBC—Ma Perkins
EILER, BARBARA
NBC—Masquerade
Fabulous Dr. Tweedy
A Day in the Life of Dennis Day
Life of Riley
Mystery in the Air
EINSTEIN, HARRY
NBC—Meet Me at Parky's
EITTREIM, CAROL
KWLC, Decorah, Iowa
Bible Storytime
ELDERS, HARRY
NBC—The Baxters
Curtain Time
World's Great Novels
American Novels
ELEY, HELEN
NBC—Duffy's Tavern
ELLERS, DICK
NBC—Mad Masters
ELLIOT, BILL
WLIZ, Bridgeport, Conn.
ELLIOT, WINN
CBS—County Fair
MBS—Quick As A Flash
ELLIS, ROY
WSRS, Cleveland Heights, O.
ELSTNER, ANN
NBC—Stella Dallas

CHARLOTTE MANSON

JAY JOSTYN

"MR. DISTRICT ATTORNEY"

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Adventures of Archie Andrews

EMERY, BOB
WOR; Small Fry Club; WABD; Rainbow House; WABD Dumont Television

EMIL, ALICE
KOL, Seattle, Wash.
Broadway on the Air

ENGEL, ROY
ABC—Sky King

ERIC, ELSPETH
CBS—Big Sister

ERICKSON, LOUISE
NBC—Date With Judy
The Great Gildersleeve

ERSKINE, MARILYN
NBC—Lora Lawton

EVANS, BILL
NBC—Manor House Party

EVANS, DALE
Saturday Night Round-Up

EVERETT, ETHEL
ABC—My True Story

— F —

FADIMAN, CLIFTON
CBS—Information Please

FALKENBURG, JINX
NBC—The Tex & Jinx Show

FAWCETT, GILBERT
KDAL, Duluth, Minn.
Diary of Duluth

FAYE, ALICE
NBC—Fitch Bandwagon

SCHOFIELD, DICK

FELTON, HAPPY
MBS—Guess Who

FELTON, VERNA
NBC—Red Skelton
Maxwell House Coffee Time

FENNELLY, PARKKER
NBC—Fred Allen Show

FENWICK, ELLEN
Exploring the Unknown, ABC; NBC; CBS; MBS

FIDLER, JIMMIE
ABC—Jimmy Fidler

FIRESTONE, BILLY, JR.
MBS—Thoe Websters

FIRESTONE, EDDIE
NBC—Life of Riley

FISCHMAN, HARVE
ABC—Junior Junction

FITZGERALD, ED
Radio commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds: The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele-WABD)

FITZGERALD, PEGEEN
Radio commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Chatter programs; Breakfast With the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (Tele-WABD)

FITZMAURICE, MICHAEL
ABC—The O'Neills
My True Story

FLIPPEN, JAY C.
NBC—Meet Me at Parky's

FLYNN, CHARLES
ABC—Jack Armstrong

FOLEY, RED
NBC—Grand Ole Opry

FORBES, MURRAY
NBC—Ma Perkins

FORD, SENATOR
(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, N. Y., June 13, 1887; Can You Top This (NBC); Vox Pop; Hobby Lobby· guest appearances

FORD, WHITEY (Duke of Paducah)
NBC—Grand Ole Opry

FOY, EDDIE
NBC—Kraft Music Hall

FRANCIS, ARLENE
ABC—The Affairs of Ann Scotland

FRANK, CARL
NBC—Woman in White

FREEMAN, FLORENCE
CBS—Wendy Warren and the News
NBC—Young Widder Brown

FREYMAN, EVELYN
NBC—Consumer Time

FROST, ALICE
CBS—Mr. and Mrs. North
ABC—The Clock

FULLER, BARBARA
NBC—One Man's Family
Abbott & Costello

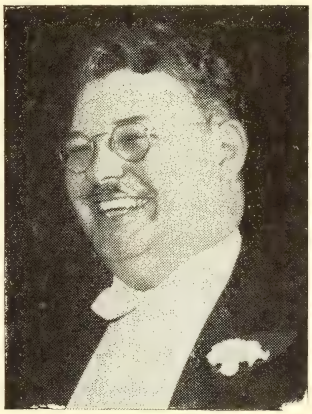
FUSSELL, SARAH
NBC—Just Plain Bill
Right to Happiness

— G —

GALLOP, FRANK
NBC—Philip Morris Presents

LON CLARK
Title Role in "Nick Carter" MBS
Writer—Producer—Narrator of Children Albums
Actor — Announcer — Narrator
LA 4-1200

PROF. QUIZ



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DORIS McWHIRT

SChuyler 4-5700

MERRILL E. JOELS

ACTOR
LA. 4-1200

LES TREMAYNE

Emcee—Readers Digest Program—CBS
Starring—The Falcon—Mutual
Announcer—Drew Pearson's News—ABC
Romantic Lead—Joyce Jordan—NBC
Romantic Lead—Wendy Warren & the News, CBS
Commentator—Hollywood Headlines—ABC

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PL. 7-0700

the Milton Berle Show
GAMEL, NORENE
CBS—Bill Goodwin Show
GARDE, BETTE
NBC—Aldrich Family
Home Is What You Make It
The Big Story

GARDNER, ED (ARCHIE)

(Poggenburg, Eddie); Actor, producer, director; b. Astoria, N. Y., June 29, 1904; Duffy's Tavern (NBC).

GARGAN, WILLIAM
ABC—I Deal in Crime
GARROWAY, DAVE
NBC—Dave Garroway Show
GAYER, ANNE MARIE
NBC—Katie's Daughter
GEER, WILL
NBC—Joyce Jordan, MD
Eternal Light
Home Is What You Make It
GENTRY, ART
NBC—Aldrich Family
Bob Hawk Show
GERALD, ARA
NBC—Katie's Daughter
GERSON, BETTY LOU
ABC—Mr. President
GIBNEY, HAL
NBC—Front and Center
Names of Tomorrow
GIBSON, JOHNNY
NBC—Philip Morris Presents the Milton Berle Show
CBS—Casey
Crime Photographer
GILBERT, JANICE
ABC—The O'Neils
My True Story
Break The Bank
GILBERT, RUTH
CBS—Perry Mason
GILFORD, JACK
NBC—Philip Morris Presents the Milton Berle Show
GILLESPIE, JEAN
NBC — Adventures of Frank Merriwell
GILMAN, PAGE
NBC—One Man's Family
GILMORE, ART
NBC—Meet Me at Parky's

GODFREY, ARTHUR

CBS—Arthur Godfrey Show
Talent Scouts

GOFF, NORRIS
CBS—Lum 'n' Abner
GOODWIN, BILL
NBC—Maxwell House Coffee Time
CBS—Bill Goodwin Show
GORDON, BERT
NBC—Eddie Cantor Show
GORDON, GALE
NBC—Maxwell House Coffee Time
Fibber McGee and Mollie
The Drene Show
Fitch Bandwagon
Frank Morgan Show
GORDON, VIRGINIA
NBC—Abbott and Costello
GOSDEN, FREEMAN (AMOS)
NBC—Amos 'n' Andy Show
GOTHARD, DAVID
NBC—Katie's Daughter
GOULD, MITZI
NBC—Date With Judy
GOULD, SANDRA
NBC—Life of Riley
Duffy's Tavern
GRANIK, THEODORE
MBS — American Forum Of The Air
GRAUER, BEN
NBC — Home is What You Make It
Chesterfield Supper Club
NBC—Symphony
GREEN, DON
KGW, Portland, Ore.
Horizons of Tomorrow
GREEN, DOROTHY
WCBS, N. Y., WNBC, N. Y., KHJ, Los Angeles, Calif.

GREEN, EDDIE

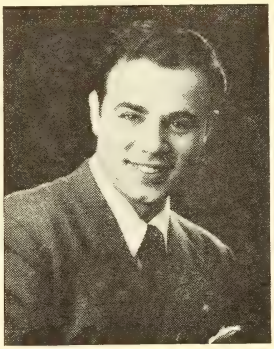
Actor; b. Baltimore, Md., Aug. 16, 1901; Eddie (The Waiter) Green on Duffy's Tavern (NBC).

GRIFFIN, ROBERT
NBC—Ma Perkins
GRIFFIS, BILL
NBC—Believe It or Not (Robert Ripley)
GRIGGS, JOHN
MBS—House Of Mystery
Adventure Parade
GRIMES, JACK
CBS—Let's Pretend

— H —

HAGG, BOB
ABC—The Sheriff
My True Story
HAINES, LARRY
CBS—Young Dr. Malone

LURENE TUTTLE



SIDNEY PAUL

LE 2-1100

LAWSON ZERBE

SChuyler 4-5700

BEST WISHES,

WISHES THAT IS

KENNY

DELMAR

PETER

DONALD

Sandy Bickart

Actor, Narrator, Announcer

SC 4-5700

HALEY, JACK
NBC—Sealtest Village Store
HALOP, FLORENCE (Flo)
NBC—Jack Paar Show
Duffy's Tavern
HARRINGTON, MARY LOU
NBC—One Man's Family
HARRIS, ARLENE
CBS—Baby Snooks

HARRIS, PHIL
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

HARRIS STACY
ABC—My True Story
HART, CAROLYN
WBNS, Columbus, Ohio
HAWK, BOB
NBC—Bob Hawk Show
HAYES, GEORGE (Gabby)
NBC—Saturday Night Roundup Starring Roy Rogers
HAYES, PETER LIND
CBS — Ford Show Starring Dinah Shore
HAYS, HARVEY
WMAQ, Chicago, Ill.
Words and Music
HAYMES, DICK
CBS—Dick Haymes Show
HAYWARD, JOYCE
NBC—Mystery without Murder
HEFLIN, VAN
NBC—Adventures of Philip Marlowe
HEIDEN, MARION
WHBL, Sheboygan, Wisc.
Once Upon A Time
HELM, FRANCES
WBAP, Fort Worth, Tex.
Fruit Express
HERBERT, WILMS
NBC—Today's Children
HERSCHLER, BURTON
NBC—Nature Sketches

HERSHFIELD, HARRY
Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde

HERSHOLT, JEAN
Actor, stage, screen, radio; b. Copenhagen, Denmark, July 12, 1836; Graduate of St. Knud, Copenhagen; Hon. MA, Bowdoin College, Me.; Hon. Dr. Humanities Degree, Rollins College, Fla.; Star of "Dr. Christian" CBS show for past 11 years.

HERSON, BILL
NBC—Coffee with Congress
HEWITT, ALLAN
NBC—This Is Nora Drake
HEYDE, BUD
NBC—Mad Masters
HICKEY, NANCY
WCYB, Bristol, Bristol, Va.-Tenn.
Story Lady
HIGBY, MARY JANE
NBC—When a Girl Marries
HIGSBY, HIRAM
KMBC, Kansas City, Mo.
Early Bird Jamboree
Brush Creek Follies
HILDEGARDE
NBC — Raleigh Room with Hildegarde
Penguin Room with Hildegarde
HILLIARD, HARRIET
CBS—Adventures of Ozzie and Harriet
HOFFA, Portland
NBC—Fred Allen Show
HOLBROOK, JOHN
NBC—Life Can Be Beautiful
HOLLAND, CHARLOTTE
NBC—Joyce Jordan
This is Nora Drake
Home Is What You Make It
CBS—Lone Journey
HOLLENBECK, WILLIAM
NBC—Young Widder Brown
HOLMES, THURSTON
WBRK, Pittsfield, Mass.
Tick of Clock
HOLMES, WENDELL
NBC — Colonel Humphrey Flack

HOPE, BOB
(Hope, Robert); Comedian, screen, radio; b. London, Eng., May 29, 1903; The Bob Hope Show (NBC)

HOPPER, HEDDA
CBS—This Is Hollywood
HORSFALL, DOT
WPDQ, Jacksonville, Fla.
Story Time Lady
HORTON, EDWARD EVERETT
NBC—Kraft Music Hall
HOUSTON, JANE
NBC—Stella Dallas
HOWARD, EUNICE
NBC—Pepper Young's Family

Let's face it!

Here's a good LEAD . . .

Gilbert Mack

. . . *Char*ACTOR

LExington 2-1100

JOHN BROWN

MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW

ELLEN FENWICK
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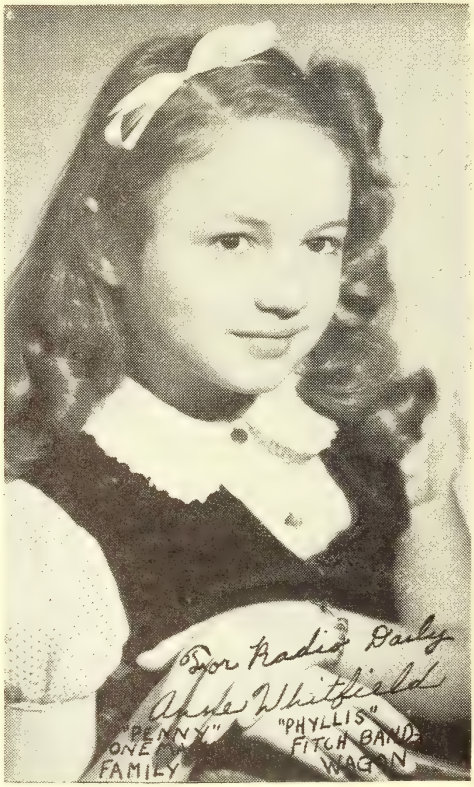


HOWARD, JOE
NBC—Kay Kyser's College of Musical Knowledge
HOWARD, TOM
CBS—It Pays To Be Ignorant
HOWELL, WAYNE
NBC — Honeymoon in New York
HUBBARD, IRENE
CBS — Mr. Keen, Tracer of Lost Persons
HUBER, HAROLD
Mystery of the Week
HUGHES, ARTHUR
NBC—Just Plain Bill

HULL, JOHN WARREN
Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele)

HULL, MARY
ABC—The Fat Man
Counterspy
Eternal Light
Molle Mystery
Up to Youth
My True Story
HUSING TED
WHN — Ted Husing's Bandstand
HUSTON, WALTER
ABC—The Fitzgeralds
Opportunity Knocks
Theater Guild on the Air

— I —

IDELSON, BILLY
MBS—Those Websters
IRVING, CHARLES
CBS—Young Dr. Malone
NBC—Milton Berle Show

— J —

JACKSON, JOAN
NBC—Aldrich Family
JAMESON HOUSE
NBC—Aldrich Family
Cavalcade of America
JANNEY, LEON
MBS—Charlie Chan
JARVIS, AL
KIAC, Hollywood, Calif.
Make Believe Ballroom
JENKS, HARRY
KMBC, Kansas City, Mo.
Rhymaline Time

JOELS, MERRILL E.
B. Hartford Conn., Jan. 19, 1915; ed. Washington U.; Readers Digest; Aunt Jenny; Sherlock Holmes; Believe it or Not, The Eternal Light, The Clock
JOHNS, JOHN
KDKA, Pittsburgh, Pa.
Adventures in Research
JOHNSON, BESS
ABC—Ted Malone, Break the Bank
JOHNSON, BILL
MBS—Adventures of Michael Shayne, Detective
JOHNSON, CLIFF
MBS—Heart's Desire
JOHNSON, GEORGIANNE
KWLC, Decorah, Iowa
Chap-a-Day

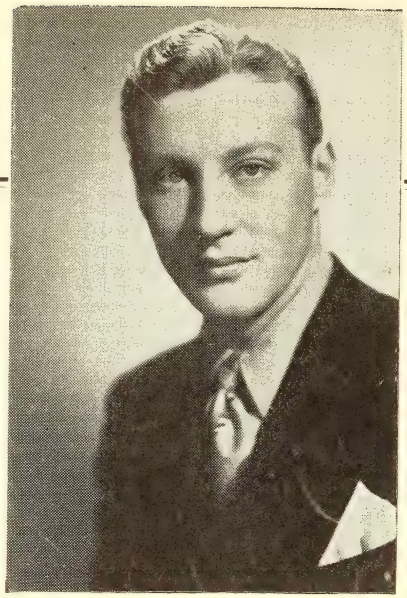
JOHNSON, PARKS
Radio actor; b. Sheffield, Ala., Mar. 22, 1891; Univ. of Ga.; Emory College; Vox Pop CBS, ABC

JOHNSON, RAYMOND EDWARD
NBC — Adventures of Archie Andrews
JOHNSTONE, BILL
NBC—Today's Children
JOLSON, AL
JONES, GINGER
NBC—Joyce Jordan
JONES, HELEN
WLVA, Lynchburg, Va.
High Time for Teens
JORDAN, JIM (Fibber McGee)
NBC—Fibber McGee and Molly
JORDAN, MARIAN (Molly McGee)
NBC—Fibber McGee and Molly
JORDAN, OWEN
ABC—Terry and the Pirates
My True Story
JOSLIN, JO ANN
KDSJ, Deadwood, S. Dak.
KDSJ Theatre

JOSTYN, JAY
Radio actor; b. Milwaukee, Wisc.; Marquette Univ.; Wisc. Conservatory of Music; Mr. District Attorney (NBC)
JOYCE, ARLENE
NBC—Ma Perkins
JULIAN, JOSEPH
NBC—Call the Police

STAATS COTSWORTH
LEx. 2-1100

ED BEGLEY
Will Brown—"Aldrich Family"—NBC
Sgt. O'Hara — "Fat Man" — ABC
Pete Stone — "Big Sister" — CBS
Francis Hayfield—"Myrt & Marge"—Mutual



BRET MORRISON

Title Role—"The Shadow"—MBS
Starring—"Song of the Stranger"—MBS
Narrator—"Light of the World"—NBC

JIM BACKUS

"JIM BACKUS SHOW" MBS
for Feenamint
"GREAT TALENT HUNT" MBS

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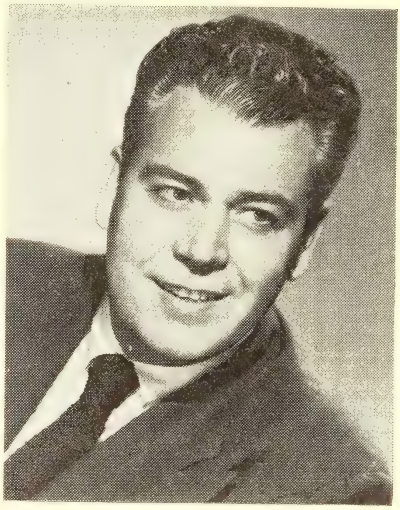

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— K —

KADELL, CARLTON
NBC—Masquerade
Amos 'n' Andy

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KDKA, Pittsburgh, Pa.
KDKA School of the Air

KAUFMAN, IRVING
NBC, CBS, MBS

KAY, BEATRICE
MBS—Beatrice Kay Show

KAYE, SAMMY
ABC—So You Want To Lead A Band
Sunday Serenade

KEANE, CHARLOTTE
NBC — Adventures of Ellery Queen

KEARNS, JOSEPH
Actor, radio, stage; b. Salt Lake City, Utah, Feb. 12, 1907; Suspense (CBS); Sam Spade (CBS) · Whistler (CBS); Judy Canova (NBC); Ozzie and Harriet (CBS); Jack Benny (NBC)

KEIGHLEY, WILLIAM
CBS—Lux Radio Theatre

KEITH, RICHARD
MBS—True Detective Mysteries

KELK, JACKIE
Radio actor; b. Brooklyn, N. Y., Aug. 6, 1923; Professional Children's Sch; Aldrich Family (NBC); Superman (MBS)

KELLY, AL
NBC—Milton Berle Show

KELLY, JOE
NBC—Quiz Kids

KELTON, PERT
NBC—Milton Berle Show
Kraft Music Hall

KENT, ELAINE
NBC—Young Widder Brown

KETTLES, SALLY
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KIERAN, JOHN
MBS—Information Please

KIERNAN, WALTER
WJZ

KILGALLEN, DOROTHY
ABC—Star Time with Dorothy Kilgallen

KILPACK, BENNETT
Mr. Keen, Tracer of Lost Persons

KING, JOHN REED
CBS—Give and Take
Missus Goes A-Shoppin

KINSELLA, WALTER
ABC—Theater Guild on the Air

KIRBY, DURWARD
NBC — Honeymoon in New York

KIRBY, KLEVE
NBC—Reveille Round-up
Sheaffer Parade

KIRKWOOD, JACK
CBS—Arthur Place

KLEIN, ADELAIDE
ABC—My True Story

KLIEB, HELEN
NBC—Mad Masters

KLINE, EUGENE
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KLOWDEN, NINA
NBC—Rexall Summer Theater

KNIGHT, RAY
ABC — Good Morning, It's Knight

KNUDSEN, PEGGY
CBS—Bill Goodwin Show
NBC—Sealtest Village Store

KOLLMAR, RICHARD
ABC—Boston Blackie

KOOPS, EDWARD
KDKA, Pittsburgh, Pa.
Brunch With Bill
King for a Minute

KORDIC, REGIS
KDKA, Pittsburgh, Pa.
KDKA School of the Air

KRAMER, MANDELL
ABC—Counterspy

KRAMER, PHIL
NBC—Adventures of Archie Andrews
Jimmy Edmondson Show
Chesterfield Supper Club

KRENN, OTTO
KDKA, Pittsburgh, Pa.
KDKA School of the Air

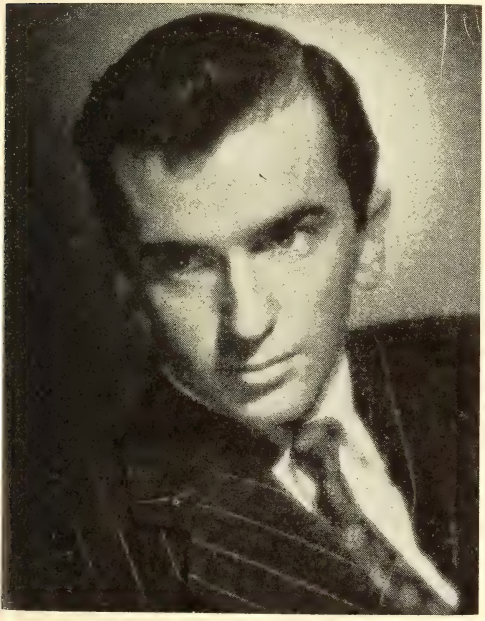
KROEGER, BERRY
NBC—The Big Story
Molle Mystery Theater
CBS—Big Sister

KYSER, KAY

— L —

LADD, HANK
NBC—Kraft Music Hall

LAKE, ARTHUR
CBS—Blondie



JACKIE KELK

PHIL CLARKE

PLA. 7-0700

WALTER KIERNAN

WJZ

6:30 - 7:00 a.m.
7:15 - 7:55 a.m.

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CBS
Every Saturday Night
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Publicity

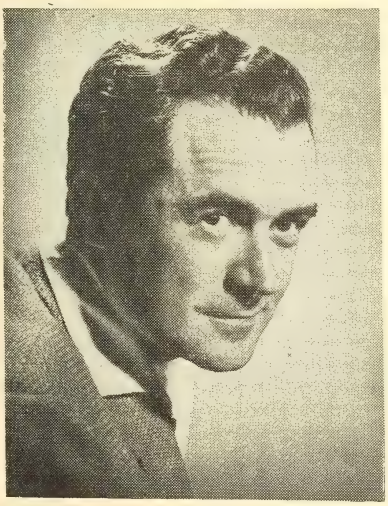
NEW YORK HOLLYWOOD

PAT McGEEHAN

"RED SKELTON" Show

"AUNT MARY"—NBC
Starring in a
Transcribed Series
"STRANGE ADVENTURE"

LAKE, BARRIE
WIBC, Indianapolis, Ind.
Annie's Almanac
LAKE, FLORENCE
CBS—That's Finnegan
LANDER, ROSALEE
WLBB, Carrollton, Ga.
Story Book of the Air
LANE, DICK
NBC—Alan Young Show
LANG, HARRY
NBC—Abbott and Costello
LARKIN, JOHN
NBC — Colonel Humphrey Flack
The Third Horseman
CBS—Perry Mason
LATIMER, ED
NBC—Adventures of Ellery Queen
LATTING, ROBERT
NBC—Woman in White
LAUCK, CHET
CBS—Lum 'n' Abner
LAURIE, JOE, JR.
Can You Top This? (NBC)
LAWRENCE, CHARLOTTE
CBS—Christopher Wells
NBC—Light of the World
LAWRENCE, MORT
ABC—Gangbusters
Exploring the Unknown
Adventures of the Falcon
Boston Blackie
Counterspy
My True Story
LAZAR, JOAN
NBC—Gramps
Home Is What You Make It
LEE, PEGGY
LEE, PINKY
NBC—The Drene Show
LEE, VIRGINIA
KAKC, Tulsa, Okla.
Story Time
LEEFERS, BOB
WMT, Cedar Rapids, Iowa
LeFEVRE, NED
NBC—Masquerade
Amos 'n' Andy
LeGALLIENNE, EVA
ABC—Barnes
One Woman's Opinion
LEHR, LEW
Stop Me If You Have Heard This
LENROW, BERNARD
NBC—Molle Mystery Theater
LEONARD, JIMMY
NBC—Circle Arrow Show
LEONARD, SHELDON
CBS—Maisie
NBC—Meet Me at Parky's
LEVENE, SAM
ABC—Theater Guild on the Air
LEWIS, ABBEY
ABC—My True Story
LEWIS, ELLIOTT
NBC—A Day in the Life of Dennis Day
Fitch Bandwagon
Meet Me at Parky's
MBS—Scarlet Queen
LEWIS, FORREST
NBC—Meet the Meeks
LEWIS, JACK
KGO, San Francisco, Calif
Pat Novak
LEWIS, ROBERT Q.
CBS—Robert Q. Lewis Show
LINDSAY, HOWARD
NBC—Ford Theater
LINKLETTER, ART
CBS—House Party
NBC—People Are Funny
LIPTON, BILLY
ABC—My True Story
LISS, RONNY
MBS—Robin—Superman
CBS—Studio One
Aunt Jenny
Robert Q. Lewis Show
NBC—Ford Theatre
ABC—Counterspy
LISZT, MARGIE
NBC—Abbott and Costello
Duffy's Tavern
LITTELL, PATTI
KDKA, Pittsburgh, Pa.
KDKA School of the Air
LIVINGSTONE, MARY
(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909; The Jack Benny Show
LLOYD, JOHN HOWARD
Studio 1
Lora Lawton
Cavalcade of America
Front Page Farrell
We, The People
Armstrong Theatre
LOCKE, RALPH
NBC—Life Can Be Beautiful
LORDE, ATHENA
CBS—Reader's Digest
Kate Smith Hour
NBC—When A Girl Marries
MBS—The Shadow



FRANK LOVEJOY
"MURDER AND MR. MALONE"
ABC

EASY ACES

Transcriptions
FREDRIC W. ZIV COMPANY
Cincinnati, Ohio

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AMOCO "BATTLE OF WITS"

"ATTORNEY FOR THE DEFENSE"

AMANDA RANDOLPH

"Aunt Jemima" on

'Ladies Be Seated' . . . ABC

•

Spot Announcements

•

Singing Commercials

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Television

ROBERT COE ASSOCIATES

BILL ZUCKERT

SChuyler 4-5700

Linda's First Love
Nick Carter
LORRE, PETER
NBC—Mystery in the Air
LOVEJOY, FRANK
Radio actor; b. N. Y. C., N. Y., March 28: Murder and Mr. Malone (ABC); coast to coast; Sound Off (CBS).
LOVETT, DOROTHY
NBC—Today's Children
LUBIN, LOU
NBC—Amos 'n' Andy
LUDDY, BARBARA
Le Fevre, Barbara Mrs.); b. Helena, Mont.; First Nighter (CBS)
LUNT, ALFRED
ABC—Theater Guild on the Air
LYNCH, PEG
ABC—Ethel and Albert
LYONS, RUTH
WLW, Cincinnati, Ohio
Morning Matinee
LYTELL, BERT
ABC—Warriors of Peace

— M —

MacELHONE, ELOISE
MBS—Leave It to the Girls
MacQUARRIE, HAVEN
Actor; b. Boston, 1894; Noah Webster Says (NBC).
McBRIDE, JACK
ABC—My True Story
McBRIDE, MARY MARGARET
WNBC
McCAFFERY, JOHN K. M.
NBC—Author Meets the Critic
McCAMBRIDGE, MERCEDES
NBC—This Is Nora Drake
McCAMMEN, BESS
NBC—Joyce Jordan
McCLESKEY, BEN
WFAA, Dallas, Tex.
Hackberry Hotel
McCONNELL, LULU
CBS—It Pays To Be Ignorant
McCONNELL, SMILIN' ED
Story teller, MC, singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; Began radio work 1922, WSB, Atlanta, Ga. Present sponsors: The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions); The Cole Milling Co.
McCORMICK, MYRON
CBS—Christopher Wells
ABC—The Listening Post
McCRARY, TEX
NBC—The Tex and Jinx Show
McDANIEL, HATTIE
NBC—Amos 'n' Andy
McDONNELL, CRAIG
NBC—Gramps
Story Shop
McGEEHAN, PATRICK JOSEPH
Actor; b. Steelton, Pa., Mar. 4, 1908: Univ. of Va.; Red Skelton; Joan Davis; Abbott & Costello; Life of Riley; Picture trailers; narrations
McGOVERN, JOHNNY
NBC—Bob Burns Show
McGRATH, PAUL
CBS—Inner Sanctum
McGUIRE, BOBBY
MBS—Twenty Questions
McHATTON, RUSSELL
KVEC, San Luis Obispo, Calif.
San Luis Obispo Players
McINTYRE, JOHN
NBC—One Man's Family
McKEE, BOB
Doctors Then and Now
Doctors Today
McLAIN, BOB
KDKA, Pittsburgh, Pa.
KDKA School of the Air
McLAUGHLIN, DON
ABC — David Harding, Counterspy
NBC—Road of Life
McMICHAELS, FLORENCE (Flo)
NBC—Vest Pocket Varieties
McNAUGHTON, HARRY
CBS—It Pays To Be Ignorant
McNEAR, HOWARD
ABC—The Adventures of Bill Lance
McNEILL, DON
ABC—Breakfast Club
McNELLIS, MAGGI
ABC—Luncheon at the Latin Quarter
McVEY, TYLER
NBC—Today's Children
McWHIRT, DORIS
Mutual
Song of the Stranger
NBC-CBS

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Jack Lawson

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HOLLYWOOD 28, CALIFORNIA
GLadstone 0650 —:— STanley 7-1613

MACK, GILBERT
Actor, director; b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Molle Mystery Theater; Harvest of Stars

MALONE, TED
(Russell, Alden F.); Radio story teller, poetry editor, commentator, MC· b. Colorado Springs, Colo., May 18, 1908; William Jewell College; Ted Malone (ABC); MC, Leave It to the Girls (MBS); MC, The Prudential Family Hour (CBS); Tele Series (WRBG, ABC)

MACY, JERRY
NBC—McGarry and His Mouse
Molle Mystery Theater
Bernie West's Carnival

MAHER, WALLY
NBC—One Man's Family

MAITLAND, ARTHUR
NBC — Adventures of Archie Andrews

MALDEN, KARL
ABC—My True Story

MANN, GLORIA
Andrews
NBC — Adventures of Archie

MANN, JERRY
NBC—Alan Young Show

MANNING, JACK
NBC—Light of the World

MANSON CHARLOTTE
Actress; b. New York, N. Y., Jan. 21, 1921; NYU, BS; Georgia on the Creeper; Dr. Carlson McVicker on Road of Life (NBC); Patsy on Nick Carter (MBS); The Sheriff; Marjorie on Helen Trent· My True Story (ABC)

MARCH, HAL
CBS—Sweeney and March

MARKHAM, MARCELLA
ABC—My True Story

MARKS, SHERMAN
NBC—Meet the Meeks
World's Great Novels
American Novels

MARR, EDDIE
ABC—Radio Hall of Fame

MARSHALL, HERBERT
CBS—Man Called X

MARTEL, BILL
NBC—Masquerade

MARTIN, IAN
NBC — Adventures of Archie Andrews
RCA-Victor Show

MARTIN, TONY
ABC—The Tony Martin Show

MARSH, MYRA
NBC—Date with Judy

MARX, GROUCHO
ABC — The Groucho Marx Show

MASON, SYDNEY
WIBC, Indiaanapolis, Ind.
Hoosier Traveler

MASSEY, RAYMOND
NBC—Harvest of Stars

MASTERS, MONTY
NBC—The Mad Masters

MASTERS, NATALIE
NBC—The Mad Masters

MATHENY, PAUL
WMON, Montgomery, W. Va.
Magic Valley

MATTHEWS, GRACE
CBS—Big Sister
MBS—The Shadow

MATTISON, C. W.
WGLN, Glens Falls, N. Y.
WGLN Players

MAXWELL, FRANK
NBC—Colonel Humphrey Flack
Gramps
Vest Pocket Varieties

MEACHAM, MALCOLM
NBC—Ma Perkins

MAYHOFF, EDDIE
NBC—The Charlie McCarthy Show

MEIGHAM, JAMES
NBC—Backstage Wife

MENKEN, HELEN
ABC—Woman's Exchange
Theater Guild of the Air

MERRILL, GARY
NBC—Right to Happiness

MERRILL, KEN
KDSH, Boise, Idaho

MEYER, MARSHALL
WNOC, Norwich, Conn.
Great Moments in Music

MILEWICZ, HELENA
WWOL, Lackawanna, N. Y.
Polish Hr.

MILEWICZ, STACK
WWOL, Lackawanna, N. Y.
Polish Hr.

MILFORD, MARY
KGO, San Francisco, Calif.
Are These Our Children?

JOSEPH KEARNS

MAL BOYD

Radio and Motion Pictures Relations

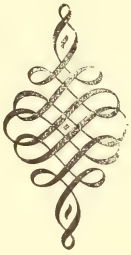
MILLER, SUSAN
ABC—Abbott and Costello
MILLS, FRANK
WBAP, Fort Worth, Tex.
Fruit Express
MINER, JAN
CBS—Casey, Crime Photographer
NBC—Lora Lawton
MITCHELL, EVERETT
NBC — National Farm and Home Hour
MITCHELL, LES
Theater of Famous Radio People
Masquerade
MITCHELL, SHIRLEY
NBC—The Great Gildersleeve
MOHR, GERALD
ABC—The Adventures of Bill Lance
MONKS, JAMES
ABC—My True Story
MONTGOMERY, ROBERT
CBS—Suspense
MOORE, ARTHUR
CBS—Arthur's Place
MOORE, GARRY
NBC—Take It or Leave It
MOORE, TOM
ABC—Ladies Be Seated
MOOREHEAD, Agnes
ABC—Mayor of the Town
MORGAN, CLAUDIA
CBS—Adventures of the Thin Man
NBC—Right to Happiness
MORGAN, FRANK
NBC — The Frank Morgan Show
MORGAN, HENRY
NBC—Mystery in the Air
MORGAN, HENRY
ABC—Henry Morgan Show
MORGAN, JANE
NBC—One Man's Family
NBC—Life of Riley
MORGAN, JOHNNY
NBC—Johnny Morgan Show
MORRIS, ELYSE
KYW, Philadelphia, Pa.
MORRISON, BRET
Actor, singer, radio artist; b. May 5, 1912, Chicago, Ill.; Art Inst., Chicago; The Shadow (MBS); Light of the World (NBC); Thin Man; True Story; The Falcon; Superman; Song of the Stranger (MBS).
MOSS, ARNOLD
ABC—Warriors of Peace
Meet Me In Manhattan
MOTHERAL, JAMES
WKTM, Mayfield, Ky.
Friendly Philosopher

— N —

NAGEL, CONRAD
CBS—Silver Theater
NASH, CLARENCE
NBC—Bob Burns Show
NEISE, GEORGE
NBC—Judy Canova Show
NELSON, FRANK
NBC — Maxwell House Coffee Time
Jack Benny Show
Day in the Life of Dennis Day
NELSON, JOHN
ABC—Bride and Groom
NELSON, OZZIE
CBS—Adventures of Ozzie and Harriet
NILSON, NORMA JEAN
Lux Radio Theater
Stars Over Hollywood
Screen Guild Players
This Is My Best
Eddie Bracken Story
The Jack Carson Show
NISEN, CLARE
NBC—Backstage Wife
NOAH, HARRIET
WTAL, Tallahassee, Fla.
Radio Work Shop
NOLAN, JEANETTE
NBC—One Man's Family
Alan Young Show
NORTH ROBERT
NBC—Fitch Bandwagon

— O —

O'BRIEN, PAT
NBC — Rexall Summer Theater
O'BRIEN, VINCENT
KDKA, Pittsburgh, Pa.
KDKA School of the Air
OCKO, DANNY
ABC—My True Story
Theater Guild on the Air
O'DONNELL, GENE
NBC—Light of the World
O'HARA, SHIRLEY
ABC—My True Story
Theater Guild on the Air



EDDIE "The Waiter" GREEN
DUFFY'S TAVERN
Since the very first day

OHNSMAN, HAL
KDKA, Pittsburgh, Pa.
KDKA School of the Air
O'KEEFE, WALTER
CBS—Double Or Nothing
OLIVER, STERLING
ABC—My True Story
OLMSTED, NELSON
NBC—Nelson Olmsted
Story for Tonight

OLSEN, JOHNNY
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)

OLSEN, PENNY
Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC)

ORR, ANGELINE
MBS—Captain Midnight
ORTEGA, SANTOS
CBS—Big Sister
OSTERWALD, BIBI
ABC — Theater Guild on the Air
O'TOOLE, OLLIE
NBC—Fitch Bandwagon
OWEN, ETHEL
ABC—The Listening Post

— P —

PAAR, JACK
NBC—Jack Paar Show
PAGE, GALE
NBC—Today's Children
Story of Holly Sloan
PARKS, BERT
ABC—Break the Bank
PARKS, BOB
KDKA, Pittsburgh, Pa.
Adventures in Research
KDKA School of the Air
PARKYAKARKUS (Einstein, Harry)
NBC—Meet Me At Parky's
PARSONS, HARRIET
ABC — The Louella Parsons Show
PARSONS, LOUELLA
ABC—The Louella Parsons Show
PATRICK, PAT (Ercil Twing)
NBC—Charlie McCarthy Show
PATTON, MARY
ABC—My True Story

PAUL, SIDNEY
Actor, Announcer, Narrator; b. N. Y. C., Sept. 28, 1917; Johns Hopkins U., Columbia U. Big Town; Famous Jury Trials; Crime Photographer; Treasury Star Salute; Voice of the Army; Real Stories.

PAWLEY, ED
CBS—Big Town
PAYNE, VIRGINIA
CBS-NBC—Ma Perkins
PEALE, NORMAN VINCENT, Dr., Minister
NBC—Art of Living
PEARCE, AL
ABC—The Al Pearce Show
PEARL (Minnie Pearl)
NBC—Grand Ole Opry
PEARSON, DREW
ABC—Drew Pearson
PEARSON, FORT
NBC—Sheaffer Parade
Evening with Romberg
PEARSON, GEORGE
NBC—Red Skelton Show
PEARSON, TED
NBC—Cavalcade of America
PEARY, HAL
NBC—The Great Gildersleeve
PELLETIER, VINCENT
NBC—An Evening with Romberg
General Mills Hour
PERRERA, LYDIA
NBC—Story to Order
PERROTT, RUTH
NBC—Judy Canova Show
Alan Young Show
PERSONS, FERN
NBC—The Baxters
PERVIN, VICTOR
NBC—Story of Holly Sloan
PETRIE, HOWARD
CBS — Durante-Moore Show, Blondie
PETRUZZI, JACK
NBC—Woman in White
PIERCE, MADELEINE
NBC—Stella Dallas
PIOUS, MINERVA (Mrs. Nussbaum)
NBC—Fred Allen Show
CBS—Lone Journey
POLESIE, HERB
MBS—Twenty Questions
POLLOCK, BERT
KDKA, Pittsburgh, Pa.
KDKA School of the Air
POLMER, ILENE
NBC—Road of Life
POULTON, LIONEL
KDKA, Pittsburgh, Pa.
King for a Minute
POWELL, JANE
NBC—Date with Judy

POWERS, PENNY
(Olsen, Penny); b. Milwaukee, Wisc., Feb. 6, 1917; ed. Stevens College; Johnny Olsen's Ladies Be Seated (ABC) Tele; Johnny Olsen's Rumpus Room (ABC) Tele.

PRENTISS, ED
MBS—Captain Midnight
PRICE, ALLEN
NBC—Meet the Meeks
PRICE, ROGER
Sealtest Village Store

PRICE, VINCENT
Actor; b. St. Louis, Mo., May 27, 12; ed. Yale, MA; University of London; The Saint (CBS); Lux Theatre; Suspense; Family Theatre.

PRINCE, DAN
KYW, Philadelphia, Pa.

PROFESSOR QUIZ
(Earl, Craig); b. Boston, Mass; Tufts; Harvard; Professor Quiz (ABC)

PRYOR, ROGER
CBS — Pause That Refreshes On the Air
PURD'HAMME, CAMERON
CBS—David Harum
PUTNAM, GEORGE CARSON
Fox Movietone News

— Q —

QUIGLEY, ROBERT
ABC—My True Story
QUINN, BILL
ABC—My True Story
QUISTAL, MAE
ABC—My True Story
QUIZ KIDS
NBC

— R —

RABY, JOHN
NBC—When a Girl Marries
RAFFETTO, MICHAEL
NBC—One Man's Family
RAHT, KATHARINE
NBC—Aldrich Family
RAND, DICK
KGW, Portland, Ore.
Horizons of Tomorrow

RANDOLPH, AMANDA
Actress, vocalist; b. New York, N. Y.; Ladies Be Seated (ABC); Young Dr. Malone; Hour Glass (NBC Tele)

RANDOLPH, ISABEL
NBC—Bob Burns Show
A Day in the Life of Dennis Day
RATHBONE, BASIL
MBS—Scotland Yard
RAUH, HELEN WAYNE
KDKA, Pittsburgh, Pa.
Adventures in Research
KDKA School of the Air
READICK, FRANK
ABC—Fishing & Hunting Club
CBS—Crime Doctor
REDFIELD, BILLY
ABC—Tales of Willie Piper
REEBURGH, EVELYN
WMFT, Florence, Ala.
REED, ALAN
NBC—Duffy's Tavern
Abbott and Costello
REED, CAROL
KYW, Philadelphia, Pa.
REED, TOBY
NBC—Drene Show
Maxwell House Coffee Time
REINHART, ALICE
NBC—Life Can Be Beautiful
RELLER, ELISSA
NBC—Portia Faces Life

RICE, ROSEMARY
Actress; b. Montclair, N. Y.; ed. Professional Children's School, U. of Chicago; Theatre Guild of the Air; Ford Theatre; Studio One; When a Girl Marries (NBC); Archie Andrews (NBC); Right to Happiness (NBC).

RIGGS, GLENN
RIGGS, TOMMY
ABC—Tommy Riggs Show
RIPLEY, ROBERT L. (Bob)
NBC—Believe It or Not
RIVERS, ANTHONY
ABC—My True Story
ROBBINS, FREDDIE
NBC—Teentimers
King Cole Trio Time
ROBERTS, BOB
ABC—The Sheriff
ROBERTSON, ARNOLD
NBC—This Is Nora Drake
ROBINSON, BARTLETT (Bart)
NBC—Gramps
Portia Faces Life
ROBINSON, FLORENCE
NBC—Light of the World
ROCHESTER (Anderson, Eddie)
NBC—Jack Benny Show
ROCHESTER, MELVIN
KDSJ, Deadwood, S. Dak.
RODMAN, VICTOR
NBC—Women in White
ROEHL, ANN
KSOK, Arkansas City, Kans.
Storyland
ROESSLER, ELMIRA
NBC—Meet the Meeks
ROGERS, ROY
Dick Run, O.

NBC—Saturday Night Round-Up
ROLF, ERIC
NBC—Bob Burns Show
ROLFE, MARY
NBC—Aldrich Family
RONSON, ADELE
ABC—My True Story
ROOS, JEANINE
NBC—Fitch Bandwagon
ROST, ELAINE
NBC — Adventures of Frank Merriwell
ROUVERAL, JEAN
NBC—One Man's Family
ROVENTINI, JOHNNY
NBC—The Milton Berle Show
ROWLANDS, HUGH
NBC — The Adventures of Frank Merriwell

ROY, CECIL H.

(Roy, Cecil Hildegarde; Radio Actress, Singer, Announcer; b. St. Paul, Minn.; ed. Panhandle Agricultural & Mechanical College, Okla. A. & M. Teachers College, Colo.; House of Mystery MBS; Comic Weekly Time NBC; True Story ABC; Tennessee Jed ABC; Young Widder Brown NBC; School of the Air CBS.

RUBIN, JACK
Break the Bank
RUSSELL, RUTH
NBC—Just Plain Bill

RUSSELL, TODD

CBS—Strike It Rich
RYAN, IRENE
CBS—Jack Carson Show
RYAN, PATRICIA
MBS—Real Stories from Real Life
ABC—My True Story

— S —

SACHS, ADELAIDE LASNER
KDKA, Pittsburgh, Pa.
KDKA School of the Air
SANDS, BILL
NBC—Milton Berle Show
SARGENT, NANETTE
NBC—Curtain Time
World's Great Novels
Meet the Meeks
SCHUYLER, HELEN B.
KOCY, Oklahoma City, Okla.
Turning the Leaves

SCOTT, FRANCES

(Basch, Frankie S.); MC, commentator, actress, writer; b. San Francisco, Calif.; MC, Topsy Turvy Quiz Tele Show; MC, Let's Play Reporter; MC and star interviewer, Starlited Revue; Commentator, It Takes a Woman; Fact or Fantasy; Personality Parade

SCOURBY, ALEXANDER
NBC—Your United Nations
Eternal Light
SCRIBNER, JIMMY
MBS—The Johnson Family
SEEL, CHARLES
NBC—Story of Holly Sloan
SELBY, SARA
NBC—Alan Young Show
Frank Morgan Show
SEROTA, SAM
WIP, Philadelphia, Pa.
A Trip To The Zoo
SEYMOUR, ANN
NBC—Gramps
SHEA, GEORGE BEVERLY
ABC—Club Time
SHEA, JOAN
NBC—Adventures of Archie Andrews
SHEEN, FULTON, J. (Monsignor)
NBC—Catholic Hour
SHELDON, HERB
NBC — Honeymoon in New York
SHELTON, GEORGE
CBS—It Pays To Be Ignorant
SHEPHERD, ANN
CBS—Big Sister

SHERRY, BOB

NBC
SHIELDS, FRED
CBS—Meet Corliss Archer
SHIELDS, HELEN
ABC—Theater Guild
My True Story
SHIPP, MARY
NBC—The Milton Berle Show
The Aldrich Family
SHIRLEY, ALFRED
MBS—Sherlock Holmes
SHOCKLEY, MARION
NBC—Road of Life
SHORE, DINAH
SHUSTER, FRANK
NBC — Wayne and Shuster Show
SIEBOLD, EVELYN
NBC—Life Can Be Beautiful
SICKLES, WALTER
KDKA, Pittsburgh, Pa.
Adventures in Research
KDKA School of the Air
SIMMONS, JAMES
KPBX, Beaumont, Tex.
Moments in Words & Music
SINGLETON, DORIS
NBC—Jack Paar Show
Sealtest Village Store
Maxwell House Coffee Time
SINGLETON, PENNY
CBS—Blondie
SKELTON, RED
NBC—Red Skelton Show
SKINNER, CORNELIA OTIS
NBC — Johnny Presents the Philip Morris Program
SLATER, BILL
MBS—Twenty Questions
Fishing and Hunting Club
SLOAN, EVERETT
NBC—Molle Mystery Theater
SLOANE, ROBERT
NBC—The Big Story
SMART, J. SCOTT
ABC—The Fat Man
SMITH, BILL
NBC — Adventures of Ellery Queen
SMITH, SYDNEY
MBS—Real Stories From Real Life
SMITH, "WONDERFUL"
NBC—Red Skelton Show
SMOLEN, VIVIAN
CBS—Our Gal Sunday
NBC—Stella Dallas
SMYTHE, J. ANTHONY
NBC—One Man's Family
SNOOK, HARRY (Mr. & Mrs)
WBT,Charlotte North Carolina
Breakfast with Patsy and Harry
SNYDER LOUISE
MBS—Adventures Of The Falcon
OCKMAN, RALPH Dr.
NBC—National Radio Pulpit Minister
SONDERGAARD, HESTER
ABC—My True Story
SOUBIER, CLIFF
NBC—Meet the Meeks
World's Great Novels
American Novels

SOULE, OLAN E.

B. La Harpe, Ill., Feb. 28; First Nighter (CBS); Grand Marquee (NBC)

SPRINGER, EUGENE
WBS, Canton, Ill
Twice Told Tales
STAFFORD, HANLEY
CBS—Baby Snooks
Blondie
STAMM, FREDERICK, K. Dr.
Minister
NBC—Highlights of the Bible

STANG, ARNOLD

The Milton Berle Show (NBC); The Eddie Cantor Show (NBC); Henry Morgan Show; Theater Guild

STANLEY, JOHN
MBS—Sherlock Holmes
STARKEY, JED
KMBC, Kansas City, Mo.
Dinner Bell Roundup
Brush Creek Follies
STARR, BONNIE
KDSJ, Deadwood, S. Dak.
STEHLI, EDGAR
NBC—Aldrich Family
Gramps
STEVENS, JULIE
CBS—Romance of Helen Trent
STEWART, NICODEMUS
NBC — The Fabulous Dr. Tweedy
STITT, JESSE WILLIAM, Dr.
Minister
NBC—Art of Living
Highlights of the Bible
STODDARD, ENSOR
WKAP, Allentown, Pa.
Interlude from Reality
STONE, EZRA
Aldrich Family
STONE, HARLAN
NBC—Adventures of Archie Andrews
STONE, PAULA
MBS—Leave It To The Girls
STOOPNAGLE, COLONEL
CBS—Vaughn Monroe Show
STRATTON, CHESTER
ABC—Theater Guild
My True Story
STRATTON, GIL
NBC—Life of Riley
STRICKLAND, ANZIE
NBC—Light of the World
STROOCK, GLORIA
MBC—Crimes of Carelessness
STUDER, HAROLD (Hal)
NBC — The Adventures of Frank Merriwell
STUDERBAKER, HUGH
CBS—Guiding Light
NBC—Woman in White
STYLES, HAL
KFWB—Vets Talk It Over
So You'd Like To Be in Radio
SULLIVAN, ELLIOTT
ABC—My True Story
SULLIVAN, LEE
NBC—Lee Sullivan's Vest Pocket Varieties
SUTTON, CLARK
KDKA, Pittsburgh, Pa.
Youth Looks at the News
SWEENEY, BOB
CBS—Sweeney & March

SWENSON, KARL
NBC—Mystery without Murder
Lorenzo Jones
CBS—Our Gal Sunday
SZUWALSKI, LILI
WWOL, Lackawanna, N. Y.

— T —

TAIT, HELEN
KMBC, Kansas City, Mo.
Appointment with Joanne Taylor
TANNEY, ARNO
CBS—Sound Off
TARPLIN, MAURICE
MBS—Mysterious Traveler
NBC—Light of the World
TAYLOR, DEEMS
NBC, RCA Show
TEDRO, IRENE
CBS—Meet Corliss Archer
TETLEY, WALTER
NBC—The Great Gildersleeve
The Alan Young Show
Fitch Bandwagon
TETZEL, JOAN
ABC—Theater Guild

THOMAS, ANN
Theater Guild
Molle Mystery
The Fat Man
Willie Piper
Mennen Shavetime
Hour Glass
THOMSON, BARRY
MBS—Sherlock Holmes
THOMAS, DANNY
NBC—The Drene Show
THOMAS, FRAZIER
WLW, Cincinnati, Ohio
Morning Matinee
THOMPSON, BILL
NBC—Fibber McGee and Molly
TODMAN, BILL
CBS—Winner Take All
TOKER, NORMAN
NBC—The Aldrich Family
TOMPKINS, JOAN
CBS—David Harum
NBC—Call the Police
TORME, MEL
TRAMELL, LYNN
WBAP, Fort Worth, Tex
Dream Awhile
TREACHER, ARTHUR
NBC — The Jimmy Durante Show

TREMAYNE, LES
(Tremayne, Lester); Actor, Announcer, Em-cee; b. London, England; Kraft Music Hall, Cavalcade of America; Summer Walter Winchell Show; The Falcon; The Thin Man; Inner Sanctum; Joyce Jordan (NBC); Adventures of the Falcon (MBS); Wendy Warren & the News (CBS); Reader's Digest, Radio Edition (CBS); Drew Pearson (ABC).

TRENT, SYBIL
NBC—Katie's Daughter
TROUT, DINK
NBC—A Day in the Life of Dennis Day

TUTTLE, LURENE
(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind. Aug. 20, 1907; Pasadena Jr. College; U. S. C. Drama Course; Effie on Adventures of Sam Spade (CBS); Nellie on Burns & Allen; Hollywood Players; The Whistler; The Saint; The Red Skelton Show (NBC); Ozzie & Harriett; Suspense; Mystery Without Murder (NBC); Masquerade (NBC)

— U —

URRY, FRANCIS
KSL, Salt Lake City Utah
Utah Bates Boys

— V —

VAGUE, VERA
NBC—Bob Hope how
VAINRIB, STANLEY (Dr. I Q)
NBC—Dr. I Q program
VALENTINE, LEW (Dr. I Q)
NBC—Dr. I Q program
VALLEE, RUDY
NBC—Rudy Vallee Show
VAN DEVENTER, FRED
MBS—Twenty Questions
VAN PATTEN, DICKIE
NBC—Young Widder Brown
VANDERPYLE, JEAN
NBC—Alan Young Show
VAN ROOTEN, LUIS
ABC—My True Story
VARDEN, EVELYN
NBC—This Is Nora Drake
VAUGHAN, BERYL
NBC—Meet the Meeks
Grand Marquee
ABC—Sky King
VENUTA, BENAY
MBS—Keeping Up With The Kids
VINTON, ARTHUR
CBS—Crime Doctor
VITEZ, JOAN
NBC—Light of the World
VOLA, VICKI
NBC—Life Can Be Beautiful
Mr. District Attorney
VONN, VYOLA
NBC—Abbott and Costello
The Great Gildersleeve
The Alan Young Show
A Day in the Life of Dennis Day
VON ZELL, HARRY
NBC—Eddie Cantor Show

— W —

WADE, ERNESTINE
NBC—Amos 'n' Andy
WALDO, JANET
CBS—Meet Corliss Archer
WALES, MARTIN
WBAY, Coral Gables, Fla.
Uncle Martin Dreamer
WALL, LUCILLE
NBC—Portia Faces Life
Lorenzo Jones
WALLACE, MYRON
NBC—Shaeffer Parade
WANAMAKER, SAM
ABC—My True Story
WARNER, GERTRUDE
NBC—Joyce Jordan
WARREN, ROBERT
NBC—Once Upon Our Time
WATERMAN, WILLARD
MBS—Those Websters
WAYNE, JOHNNY
NBC — Wayne and Shuster Show
WEBB, JANE
NBC—Date With Judy
MBS—Those Websters
WEBBER, PEGGY
NBC—One Man's Family
Mystery in the Air
WEBER, CARL
CBS — Strange Romance of Evelyn Winters
WEBSTER, CHARLES
NBC—Backstage Wife
Light of the World
Right to Happiness
Pepper Young's Family
Home Is What You Make It
Front Page Farrell
Portia Faces Life
WEEKS, BARBARA
CBS—Young Dr. Malone
WEIGEL, JOHN
NBC—Doctors Today
Curtain Time
WEIST, DWIGHT
CBS—We The People
WELLS, SARAJANE
NBC—Woman in White
WEST, TIM
KMBC, Kansas City Mo.
KMBC Big Brother Club
WESTOVER, JIM
KDKA, Pittsburgh, Pa.
King for a Minute
WEVER, NED
NBC—Young Widder Brown
Lora Lawton
WHITE, 'LASSES
NBC—Amos 'n' Andy
WHITEMAN, PAUL
ABC—On Stage America
Paul Whiteman Club

WHITFIELD, ANNE L.
Radio Actress; b. University, Miss., Aug. 27, 1938; Fitch Bandwagon; One Man's Family; Lux Radio Theater; Jack Carson Show; Family Theater; Doorway To Life.

WHITMAN, ERNIE
ABC—Mr. President
WHITMAN, GAYNE
NBC—Pacific Story
Cavalcade of America
WICKER, MARY
NBC—Lorenzo Jones
WILCOX, HARLOW
NBC—Truth or Consequences
Fibber McGee and Molly

WILKINSON, RAY
WCEC, Rocky Mount, N. C.
WILLIAMS, FLORENCE
NBC—Front Page Farrell
WILLIAMS, TOM
CBS—Garden Gate
WILLIAMSON, DUD
MBS—What's The Name Of That Song
WILLIS, RICHARD
CBS—Look Your Best
WILLOCK, DAVID
NBC—Sealtest Village Store
WILSON, DON
NBC—Jack Benny Show
WILSON, ETHEL
NBC—Backstage Wife
Lora Lawton
WILSON, JIM
WLBJ, Bowling Green, Ky.
Moods In Music
WILSON, STU
Quiz of Two Cities
Surprise Party
Eaminer Comics

WILSON, WARD
NBC—Can You Top This
Aldrich Family
Mr. District Attorney
Gloomdodgers
WINCHELL, WALTER
ABC — Jergens Journal with Walter Winchell
WINKLER, BETTY
CBS—Rosemary
NBC—Joyce Jordan

WINSLOW, PAULA
NBC—Life of Riley
A Day in the Life of Dennis Day
WINTERS, ROLAND
NBC—Milton Berle Show
WOLFE, MARY
CBS—Rose Of My Dreams
WOLFE, SHIRLEY
Celebrity Night
Allen Prescott's Party
Meet Me in Manhattan
WOLFE, WINIFRED
NBC—Pepper Young's Family
Home Is What You Make It
WRAGGE, BETTY
NBC—Pepper Young's Family
Home Is What You Make It
WRAGGE, EDWARD
ABC—My True Story
WRIGHT, BEN
NBC—Woman in White

— Y —

YARBOROUGH, BARTON
CBS—Hawk Larabee
NBC—One Man's Family
YORK, DICK
ABC—Junior Junction
Jack Armstrong
YORKE, RUTH
NBC—The Third Horseman
YOUNG, ALAN
Radio & Movie Comedian; b. Northumberland, England, Nov. 19, 19; The Alan Young Show (NBC); Tony Martin Show (CBS)
YOUNG, ARTHUR, (Art)
NBC—Curtain Time
The Baxters
YOUNG, CARLETON
MBS—Count of Monte Cristo
YOURMAN, ALICE
NBC—Young Widder Brown
Adventures of Archie Andrews
YOUNGMAN, HENNY
Comedian; b. London, Eng. Mar. 16, 1906; Kate Smith Show; Raleigh Cigarettes; Hildegarde; Philco.
YOUTH PRESENTS GROUP
WIBX, Utica, N. Y.
Youth Presents

— Z —

ZARLEY, LOIS
WJOL, Joliet, Ill.
Storytime
Morning Matinee
ZERBE, LAWSON
Adventures of Frank Merriwell (NBC); Road of Life (NBC; CBS; ABC); MBS—High Adventure
ZIMMERMAN, DAVE
NBC—Percolator Party
ZINKAND, PHILLIP
KDKA, Pittsburgh, Pa.
KDKA School of the Air
ZUCHERO, WILLIAM
WMON, Montgomery, W. Va.
Playhouse
ZUCKERT, BILL
(Zuckert, William F.) actor; b. N. Y. C., N. Y., Dec. 18, 15; Gangbusters; Mr. District Attorney; Boston Blackie; Big Town; Mr. & Mrs. North; Molle Mystery Theater; Counterspy; The Fat Man; Mr. Keen.
ZUIKEE, PEGGY
ABC—My True Story

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Vocal Artists
—their work during 1947

— A —

ABEL, PATRICIA
KWKW, Pasadena, Calif.
AGA, BOB & (LEE BABCOCK)
KDSJ, Deadwood, S. Dak.
Bob and Lee Serenade
AIKEN, RICHARD
WTRR, Sanford, Fla.
JEFF ALEXANDER CHORUS
CBS—Tony Martin Show
ALEXANDER, DURELLE
WBAP, Fort Worth, Tex.
Durelle
ALEXANDER, TED
WARL, Arlington, Va.
Time Out With Ted
ALLEN, ROSALIE
WOV, New York City
ALLEN, TOMMY
WKY, Oklahoma City, Okla.
Anthony Avenue
ALTENDORF, BOB
KVGB, Great Bend, Kaus.
Range Riders
AMSTERDAM CHORUS
NBC—Waltz Time
ANDERSON, BOB
WDAY, Fargo, N. Dak.
Tello-Test Time
ANDERSON, PAUL
WJTN, Jamestown, N. Y.
Breakfast With Bigelow's
ANDREWS SISTERS
CBS—Club 15
ANDREWS, ALICE
KDKA, Pittsburgh, Pa.
Home Forum

ANDREWS, SISTERS
Singers; Laverne b. July 6, 1915; Maxene b. Jan. 3, 1918; Patricia b. Feb. 1920; Minneapolis, Minn.; Eight To The Bar Ranch (NBC).

ARCHER, GENE
WRC, Washington, D. C.
Look to This Day
Matchless Service Time
ARRES, DON
WHN, New York, N. Y.
ASHTON, SYLVIA
NBC—Design for Listening
ASTON, BUZZ
KDKA, Pittsburgh, Pa.
Buzz & Bill
Memory Time
ATKINS, JIMMY
NBC — Fred Waring Show, Jack Berch Show
AUTRY, GENE
CBS—Gene Autry Show

— B —

BABBITT, HARRY
NBC—Kay Kyser's College of Music & Knowledge
BABCOCK, LEE & (BOB AGA)
KDSJ, Deadwood, S. Dak.
Bob and Lee Serenade
BACK, GLADYS
WWBZ, Vineland, N. J.
Gladys Back Blues Singer
BAKER, KENNY
Kenny Baker Show
BALDWIN, BILL
KSO, Des Moines, Iowa
Baldwin's Music Shop & Tea Time Serenade

PATTI CLAYTON

What's that . . . you say you're Waitin' For Clayton? well — here she is!

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Lou Capone

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William Morris Agency, Inc.

BALDWIN, WALT
WDVA, Danville, Va.
Songs of the Day, Walt Baldwin, Songs

BARBOUR, DAVE
Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.

BARFIELD, WARREN
WPTF, Raleigh, N. C.
Barfield and Scott

BARROWS, JOHNNY
KWTC, Barstow, Calif.
Rangeland, Serenade

BARRY SISTERS
WHN, New York, N. Y.

BARTON, EILEEN
NBC — Eileen Barton Show; Teentimers Club, Angel In The Wings

BAXTER, JEANNE (Guest)
KDKA, Pittsburgh, Pa.
Home Forum, Duquesne Show

BEARDSLEY, ALICE
KUSD, Vermillion, S. Dak.
Star on the Campus

BEASLEY, FRANCES
WFAA, Dallas, Tex.

BEASLEY, IRENE
Beasley, Elizabeth Irene); Producer, MC, Singer; Whitehaven, Tenn.; Sweet Briar Coll.; MC Raising A Husband MBS); MC, Singer, Producer - Grand Slam (CBS); Head of radio Prod. Service; Member N. Y. local board, AFRA.

BEASLEY, JACK
KOMA, Oklahoma City, Okla.
Okla. Roundup

BEAUDETTE, VICKIE
KDAL, Duluth, Minn.
Royal Trio

BECKER, MARGARET
KGW, Portland, Ore
String Serenade

BENCE, BLAIR
WDAD, Indiana, Pa.
Blue Ridge Pioneers

BELL, KEN
WPDQ, Jacksonville, Fla.
A Date With Ken

BENNETT, BETTY
NBC—Reveille Roundup

BENSON, BETTY
WKMO, Kokomo, Indiana

BERCH, JACK
NBC—Jack Berch Show

BERG, FLORENCE
KDKA, Pittsburgh, Pa.
Memory Time

BERNIER, DAISY
NBC—Fred Waring Show

BERRY, BOB
WITH, Baltimore, Md.
Laff With Lunch

BETMARIK, AL
WMOX, Meridian, Miss.
Lonesome Ben

BETTY AND HER BOYFRIENDS
CBS—Here's To You

BEVERLY
NBC—Music of the Moment

BEVERLEY, ELAINE
KDKA, Pittsburgh, Pa.
Brunch With Bill, Memory Time

BLACK, JUNE
WKRC, Cincinnati, Ohio
Amber Room

BLAKE, CECE
NBC—Eddie Cantor Show

BLISARD, DON & NORMAN
KUOA, Siloam Springs, Ark.
Grass Valleys Boys

BLOCKSTEIN, EVELYN
KDKA, Pittsburgh, Pa.
KDKA Home Forum

BLUE, GINNY
WAAT, Newark, N. J.
Broadwayites

BOBBITT, HAPPY
WBOB, Galax, Va.
Galax Roundup

BODYCOMBE, ROBERT
KDKA, Pittsburgh, Pa.
KDKA Home Forum

BOND, JOHNNY
CBS-NBC

BORDENAIRES QUARTET
CBS—County Fair

BOSWORTH, LILLIAN
WROM, Rome, Ga.
Hymns of Inspiration

ANITA ELLIS

RED SKELTON SHOW

N.B.C.

7:30 to 8:00 P.M., P.T.

10:30 to 11:00 P.M., E.T.

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BOYD, BILL
WRR, Dallas, Tex.
Cowboy Ramblers

BOYD, JIM
WRR, Dallas, Tex.
Cowboy Ramblers

BRADLEY, BILL
WCMA, Corinth, Miss.
Farmer's Frolic

BRANNUM, LUMPY (HUGH)
NBC—Fred Waring Show

BRAZZELL, JIMMY
WHSC, Hartsville, S. C.
Uncle Rays Kiddie Klub

BRINEY, M. M.
KDKA, Pittsburgh, Pa.
Tap Time

BRINKLEY, J. B.
WBAP, Fort Worth, Tex.
Chuck Wagon Gang

BRITO, PHIL
(Colombrito, Philip T.) Singer; b. Boomer, W. Va.; Sept. 15; 1918; Kreml Radio Show (MBS); Raleigh Cigarette Show (NBC); Contented Hour (NBC); Hildegarde (NBC); Kraft Music Hall (NBC); Hollywood Open House (CBS); Monogram Pictures Associated Transcriptions Musicraft Records.

BRITTON, JIMMY
WHEC, Rochester, N. Y.
To the Ladies

BRODIE, ROBERT
WHOP, Hopkinsville, Ky.
Clean-up Serenade

BROOKS, KIRBY
WIOD, Miami, Fla.
Studio A

BROWN, AUDREY
KOWL, Santa Monica, Calif.
Audrey Brown Sings

BROWN, BOB
KCTX, Childress, Tex.
Song Stenographers

BROWN, BUDDY
KTIM, San Rafael, Calif.
Maison Marin Show

BROWN, CLIFF
WSBA, York, Pa.
Ranch Boys

BROWN, DICK
(Brown, Herbert Richards); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts In Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

BROWN, ED
WMGY, Montgomery, Ala.
Ed Brown Sings

BROWN, JACK
NBC—Circle Arrow Show

BROWN, JACK
WLW, Cincinnati, Ohio
Morning Matinee

BROWN, JIMMIE
(Brown, James R.) Singer; b. Pittsburgh, Pa. ed. Carnegie Institute of Technology; Angostura Time, WOR.

BROWN, NELLIE
WREN, Topeka, Kans.
The Keynoters

BRUNO, JACK
WOV, New York City

BRYAN, CHARLES
WMMT, McMinnville, Tenn.
Supper Serenade

BUCCANEERS
NBC—Circle Arrow Show

BUCK AND SHORTY
KSVP, Artesia, N. Mex.
Western Request

BUICE, BETTY
WGAA, Cedartown, Ga.
Hymn Time

BUICE, WALLACE
WGAA, Cedartown, Ga.
Hymn Time

BUNCH, ELVA
WRRF, Washington, N. C.
Songs by Elva

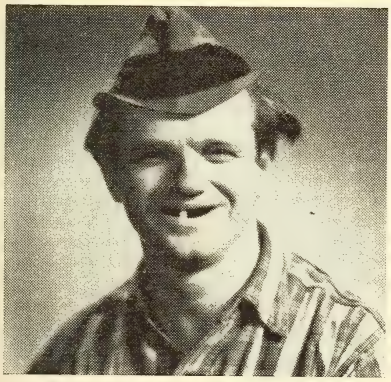
BURDETTE, JAMES
WFAA, Dallas, Tex.

BUTLER, WARDE
WKRC, Cincinnati, Ohio
Amber Room

BYRD, F. (MRS.)
WKTM, Mayfield Ky.
Perfect Hearts Quartet

BYRD GORDON
KSEO Durant, Okla.
Gordon Byrd

BYRD, MILDRED
WAYS, Charlotte, N. C.
Young Americans' Club



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JACK KILTY

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N B C
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DICK BROWN

SINGING STAR
OF
"CALLING ALL GIRLS"
"PLEASURE PARADE"
"HEARTS IN HARMONY"
"DICK BROWN SHOW"

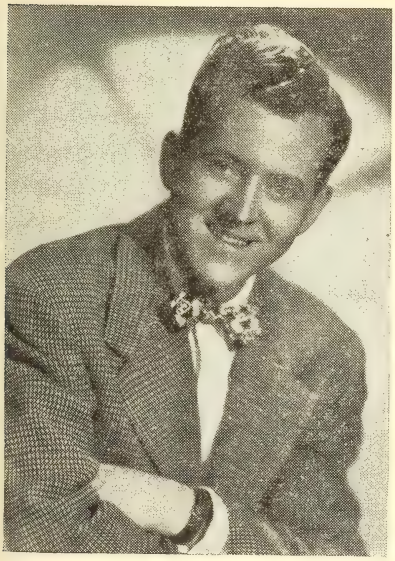
MARTHA TILTON

Dick Haymes Show
C.B.S.

BYRD, PAUL
WCKB, Dunn, N. C.
Paul Byrd & Radio Pals
BYRNES, PAULINE
NBC — Chesterfield Supper Club

—C—

CAMP MEETIN' CHOIR
NBC—Camp Meetin' Choir
CAMPBELL, DICK
WDVA, Danville, Va.
Shoppers' Serenade, Dick Campbell Sings
CAMPUS KIDS
NBC—Kay Kyser's College of Music & Knowledge
CANFIELD, PEPPER
WFBR, Baltimore, Md.
Club 1300
CANNON, NADIA
KGO, San Francisco, Calif.
Musical Etchings
CANTWELL, AL
WDNC, Durham, N. C.
The Frozen Food Kitchen
CAP ANDY & MILT
WCHS, Charleston, W. Va.
Cap Andy & Milt
CARL MAHR CHORUS
NBC—Philip Morris Presents the Rudy Vallee Show
CARMICHAEL, JAMES
KWTC, Barstow, Calif.
Music For Day-Dreaming
CARROLL, GEORGE
NBC—Circle Arrow Show
CARROLL, HELEN
NBC—Chesterfield Supper Club
CARLUCCI, JOSEPH
WHAT, Philadelphia, Pa.
For Those Who Prefer Music
CARMICHAEL, HOAGY
CBS—Hoagy Carmichael Sings
CARROLL, GLORIA
WEEI, Boston, Mass.
Beantown Varieties
CARPENTER, THELMA
CARSON, KEN
NBC—Presenting Ken Carson, Summerfield Bandstand, The Time, the Place & the Tune, Henry Russell's Music
CARTER, BOB
KDKA, Pittsburgh, Pa.
Tap Time, Sunday Suppertime
CARTER, RICKIE
WWRL, Woodside, N. Y.
Songs by Rickie Carter
CASE, BILL
KTNM, Tucumcari, New Mexico.
Timekeepers of the Airwaves
CASEY, CLAUDE
WBT, Charlotte, N. C.
The Briarhoppers, Carolina Hayride
CASS COUNTY BOYS
CBS—Gene Autry Show
CATLETT, BETTY JO
KABC—San Antonio, Tex.
Hearts Delighters
CAVANAUGH, PAGE (With Page Cavanaugh Trio)
NBC—Jack Paar Show
CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
Smile for Supper
CHARIOTEERS
ABC—Bing Crosby
CHATWIN, CLAIR
NBC—Chesterfield Supper Club
CHURCHILL, STEWART
NBC—Fred Waring Show
CLARK, BOB
KMAC, San Antonio, Tex.
Stars Over San Antonio
CLARK, BUDDY
NBC—Carnation Contented Hour
CLARK SISTERS
NBC—The Drene Show
CLARKE, JEFF
WNEW, New York, N. Y.
CLAYTON, PATTI
vocalist, actress; b. Detroit, Mich., Feb. 28, 1924; Waitin' For Clayton (CBS); Club Fifteen (CBS); World Transcriptions; Bullet Records; Paramount Pictures.
CLITES, MINOR
KRES, St. Joseph, Mo.
ACCORDIAN CAPERS
COHENOUR, SUSAN
KOB, Albuquerque, New Mexico
Sweetheart Time



JIMMIE BROWN
Dick Rubin — M.C.A.

MONICA LEWIS

Singing Star—
Jan August Show
52 weeks

Exclusive
Decca Recording Artist

Booked by MCA
Personal Mgr.: Eddie Greene

Press:
East—Gary Stevens
Midwest—Sam Honigberg

COHENOUR, WILLIAM
KOB, Albuquerque, New Mexico
Sweethearts Time

COLE, NAT KING
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919. Kraft Music Hall, King Cole Trio Time (NBC).

COLE, RICHARD (DICK)
WFAA, Dallas, Tex.
Early Birds

COLEMAN, FRANK
KYW, Philadelphia, Pa.

COMO, PERRY
Vocal artist, radio & screen; b. Cannonsburg, Pa.; Supper Club (NBC).

COLLYER, LYNNE
NBC — Linger Awhile With Lynne Collyer, Honeymoon in New York, Lynne Collyer Sings

CONIFF, JIMMY
WJBO, Baton Rouge, La.
Songs by Jimmy Coniff

CONNER, NADINE
NBC—Kraft Music Hall

CONTE, JOHN
NBC—Teentimers Club

CONWAY, JULIE
NBC—The Drene Show

CONWAY SISTERS
WBYS, Canton, Ill.
Conway Sisters

COOPER, JERRY
MBS—Diamond Records

COOPER, GENEVA
WINN, Louisville, Ky.
Geneva Cooper

COURTNEY, DIANE
NBC—Honeymoon in New York.

COX, BETTY
WOW, Omaha, Nebr.
WOW Calling

COYLE, JERRY
WSNY, Schenectady, N. Y.

COZZI, SAM
KCIL, Houma, La.
Sam Cozzi Sings

CRANE, JOHN
NBC—Voices Down the Wind

CRAWFORD, KITTY
NBC—Ted Straeter Orchestra

CREW CHIEFS
NBC — Names of Tomorrow, Front & Center, Henry Russell's Music

CRIST, JAMES
WITH, Baltimore, Md.

CRIST, PHILIP
WFBR, Baltimore, Md.
Club 1300

CROSBY, BING
ABC—Philco

CROSBY, BOB

CROSBY DICK
KTSM, El Paso, Tex.
Easy Listening

CROSS, GLENN
NBC—Manhattan Merry-Go-Ruodn

CRUTCHFIELD, EMILY
WCCP, Savannah, Ga.

CUMMINGS, MARY J.
WRVA, Richmond, Va.
Quiet Corner

CURLEY AND GANG
KSVP, Artesia, N. Mex.
Western Round-up

— D —

DAHLEN, DEL
KDAL, Duluth, Minn.

DAILEY, MAXINE
KTSW, Emporia, Kans.
Kansas Soya Products

DALTON, TAUDIE
KVOO, Tuusa, Okla.
Dude Ranch

DAME, DONALD
NBC — American Album of Familiar Music

DAMONE, VIC
(Farinola, Vic) Singer. b. B'klyn, N. Y. June 12, 1928. Saturday Night Serenade (CBS); Jack Smith Show; Hit Parade; Hi Jinx Program; National Guard Programs.

DANIELS, JACK
WCOU, Montgomery, Ala.
Songs by Jack

DARWIN, GLENN
CBS—Sound Off

DAUM, MARGARET
NBC — American Album of Familiar Music

DAVIES, EDWARD
WMAQ, Chicago, Ill.
Words and Music

BILL HARRINGTON
Singing Star
MUTUAL BROADCASTING SYSTEM
Management: Douglas F. Storer
RKO Bldg., Radio City, New York

JEANNIE McKEON

DAVIS, ART
KAKC, Tulsa, Okla.
Rhythm Riders
DAVIS, BERYL
CBS—Vaughn Monroe Show
NBC—Your Hit Parade
DAVIS, JACK
WLAR, Athens, Tenn.
Jack Davis and Tennessee Pals
DAVIS, JEANETTE
CBS—Arthur Godfrey Show
DAWN, MARIAN
WFBR, Baltimore, Md.
Club 1300
DAWSON, GLORIA
KNOW, Austin, Tex.
Date With Gloria
DAY DENNIS
NBC—Jack Benny Show, A Day in the Life of Dennis Day
DAY DORIS
NBC—Your Hit Parade
DAYE, MARILYN
WBNS, Columbus, Ohio
Song Shop
DeBORD, JEROME
WIBW, Topeka, Kans
Henry and Jerome
DeCESARE, ALICE
WGNY, Newburgh, N. Y.
Postman's Serenade
DE FRANCESCO, JOHN
WOV, New York City
DELASANTOS, BILL & HIS ORCHESTRA
KSRO, Santa Rosa, Calif.
DELTA RHYTHM BOYS
NBC—Amos 'n' Andy
DeMARCA SISTERS
NBC—Fred Allen Show
DENNEY, EDMUND
WIBW, Topeka, Kans.
Edmund Denney Time
DENNIS, CLARK
CBS—Welcome to Clark Dennis, Forever Tops
DENNY, DAVE
KOMA, Oklahoma City, Okla.
Okla. Roundup
DESMOND, JOHNNY
Teentimers Show, Teen Timers Club, Philip Morris Frolics
DETRICK, JEAN
WMMJ, Peoria, Ill.
Studio Party
DEXTER, CLIFFORD
KIVJ, Huron, S. Dak.
Vallet Hour
DEY, GEORGIA
NBC—Wayne & Shuster Show
D & H Miners
NBC—D & H Miners
DICK, ROBERT
WIBW, Topeka, Kans.
Songs of Bobby Dick
DICKENSON, JEAN
NBC — American Album of Familiar Music
DIEHL, VIRGINIA
WIP, Philadelphia, Pa.
Studio Party
DIXIE DONS
NBC—Signed, Beasley Smith
DIXIE FOUR
WIBC, Indianapolis, Ind.
Dixie Four
DON, MILDRED
KDKA, Pittsburgh, Pa.
Mildred Don & the Men About Town
DONALDSON, ELAINE
Kall, Salt Lake City, Utah
This is Elaine
DONNA JEAN
NBC—Circle Arrow Show
DONOVAN, WARDE
NBC—Solitair Time, Songs by Warde Donovan, Warde Donovan Sings
DOREY, RAY
WBZ-WBZA, Boston, Mass.
Music Shop
DOWNING, LARRY
NBC—Circle Arrow Show
DRAGON, ELOISE
NBC—Maxwell House Coffee Time
DRAGONETTE, JESSICA
DRAKE, ALFRED
ABC—Ford Festival of American Music
DRISCOLL, MARYLYN
KENT, Shreveport, La.
Date With Driscoll
DUGAN, PATTI
NBC—Luncheon With Lopez
DUNBAR, DEL
KABC, San Antonio, Tex.
D-Bar Ranch Hand
DUNCAN QUARTETTE
WRFS, Alexander City, Ala.

JOHNNY BOND

HELEN CARROLL
and
THE SATISFYERS
Bob Lange—Ted Hansen—Art Lambert
Mgt. F. C. O'Keefe, RKO Bldg., N. Y. C.

DUNN, ARTY
NBC—Three Suns Trio, Three Suns Shine

— E —

EDDY, NELSON
NBC—Kraft Music Hall
EDWARDS, JOHNNY
WJW, Cleveland, Ohio
Songs by J. Edwards
EDWARDS, JOAN
NBC—Hit Parade
Republic Pictures
EDWARDS, LEE
NBC—Percolator Party
EEESENSEE, HUGO
KNAF, Fredericksburg, Tex.
Texas Drifter
EIBECK, WALTER
KDKA, Pittsburgh, Pa.
KDKA Home Forum, Duquesne Show
ELLINGTON, RUTH
KSYL, Alexandria, La.
Ruth Ellington Sings
ELLIOT, BILL
WHEB, Portsmouth, N. H.
The Singing Cop

ELLIS, ANITA KERT
(Anita Ellis) b. Montreal, Canada; ed. College of Music, Cinn., O., Los Angeles City College, U.C.L.A. Calif. KTLA Tele; Columbia Pictures; Mercury Recording Red Skelton Show (NBC).

EMBREE, DOC & ESTHER
WIBW, Topeka, Kans.
Hymn Time
EMORY, RUSS
WNEW, New York, N. Y.
ERWIN, TRUDY
NBC—Jack Paar Show
ESQUIRE CHORUS
CBS—It Pays To Be Ignorant
ETTING, RUTH
WHN, New York, N. Y.
EVANS, BETTE
KAKC, Tulsa, Okla.
Bette Sings

EVANS, DALE
Saturday Night Round-up Starring Roy Rogers, NBC; Breakfast Club (ABC)

EWAN, TRUDY (Poor Mirium)
NBC—Bob Hope Show

— F —

FARNEY, DICK
NBC—Philip Morris Presents the Milton Berle Show
FARRELL, EILEEN
CBS—Eileen Farrell-Invitation to Music
FARRELL, SKIP
NBC—Manor House Party
FAY, LEW
KONO, San Antonio, Tex.
Laxy Ivories

FAYE, ALICE
NBC—Fitch Bandwagon.

FEE, JANET
KOA, Denver, Colo.
As You Like It; Rhapsody of the Rockies
FIDLER, JOAN
WKAL, Rome-Utica, N. Y.
Joan Comes Calling
FISCHER, DICK
KDKA, Pittsburgh, Pa.
Duquesne Show; Men About Town
FLAK, JUSTIN
KWLC, Decorah, Iowa
Hymns We Love
FORD, MAC and (SANDY)
WNAM, Neenah, Wisc.
Mac and Sandy Show
FORD, SANDY and (MAC)
WNAM, Neenah Wisc.
Mac and Sandy Show
FOREMAN, DAVE
NBC—Ruby Newman Orchestra
FORTIER, ROOSELLE COURY
WCOU, Lewiston, Maine
Songs by Roselle
FOUNTAINAIRES
NBC—Sealtest Village Store
FOUR HITS AND A MISS
CBS—Dick Haymes Show
FOWLER, WALLY
NBC—Grand Ole Opry
FOX, MARJEAN
KTUL, Tulsa, Okla.
Ring the Bell
FREAR, JAMES
KDKA, Pittsburgh, Pa.
KDKA Home Forum
FREY, HARRY E.
WBOW, Terre Haute, Ind.
From Me to You
FROMAN, JANE
CBS—Pause That Refreshes
FULTON, DICK
KAKA, Pittsburgh, Pa.
Duquesne Show, Men About Town

— G —

GALLAGHER, FRANK
NBC—Sheaffer Parade Starring Carmen Cavallero
GARCIA, LUCIS
NBC—Echoes from the Tropics, Tropicana
GARDNER, JUNE
WFBL, Syracuse, N. Y.
Musical Clock
GARVEN, ERNIE
WCCO, Minneapolis, Minn.
Darragh Aldrich Show
GARVEN, HAL
WCCO, Minneapolis, Minn.
Red River Valley Gang
GATES, NANCY
WKY, Oklahoma City, Okla.
Songs of Nancy Gates
GAYLORD, CHET
WBZ-WBZA, Boston, Mass.
Chet Gaylord
GIBBS, GEORGIA
NBC—Blue Ribbon Music Time
GIBOIN, GEORGETTE
WCOU, Lewiston, Maine
Two on the Aisle
GIBSON, DONALD
WOHS, Shelby, N. C.
The Hi-Lighters
GILBERT, CAROLYN
NBC—Carolyn Gilbert, Design for Listening
GIPSON, JACK
WBAP, Fort Worth, Tex.
Golden Couple
GLENN, MARY
KDKA, Pittsburgh, Pa.
KDKA Home Forum
GOOD, DOLLY
NBC—Circle Arrow Show
GORDON, ANITA
NBC—Charlie McCarthy Show
GRAYCE, MARY
WIOD, Miami, Fla.
Studio A

GREGORY, BOBBY
(Gregory, Robert C.); Musician, singer; Songwriter; b. Staunton, Va., Apr. 24, 1900; On 127 Keystone Transcriptions to date; Apollo records, Pilotone records, Checkered records, Benick records. First accordion player on tele program, 1925; Tele shows.

GRENIER, ANN
WATR, Waterbury, Conn.
Listen to Ann Grenier
GRIFFIN, MERV
KFRC, San Francisco, Calif.
Pictsweet Show, Merv Griffin Show
GRUBAUGH, MERLE
WILS, Lansing, Mich.
Rhythm Ranch
GRUBER, JOHN
KFXJ, Grand Junction, Colo.
Word of Life
GUILES, BEN
WGLN, Glens Falls, N. Y.
Musical Showcase
GUSTAFSON, RUTH
KFXJ, Grand Junction, Colo.
Word of Life
GWINN, BILL
KFRC, San Francisco, Calif.
Pictsweet Show

— H —

HAGAMAN, CHARLES
WNOX, Knoxville, Tenn.
Merry-Go-Round
HALL, GALE
NBC—Gale Hall
HALL, JANE
WKY, Oklahoma City, Okla.
Call for Jane Hall
HAMILTON, DAVE
WIBC, Indianapolis, Ind.
Hamilton Songs, WIBC Coffee Shop
HAMMOND, HEAVY
WALT, Tampa, Fla.
HANK & THELMA
WDAY, Fargo, N. Dak.
Morning Round-up
HANNA, PHIL
CBS—Here's to You
HANNON, BOB
NBC—Waltz Time
HANSON, BURT
WCCO, Minneapolis, Minn.
HAPPY RAMBLERS
WRFS, Alexander City, Ala.
Happy Ramblers
HAPPY JOHNNY and The HIGGINS BOYS
KXEL, Waterloo, Iowa
HARGROVE, HOMER
KTNM, Tucumcari, N. Mexico
Timekeepers of the Airwaves
HARMONAIRES
NBC—Circle Arrow Show
THE HARMONETTES
WPAM, Pottsville, Pa.
The Harmonettes

HARRINGTON, BILL
(Harrington, William O.); Vocalist, pianist accordianist; b. Indianapolis, Ind., May 31, 1918; Arthur Jordan Conservatory; Cincinnati Conservatory; Mill Harrington Sings (MBS); Guest on Stairway to the Stars, Harry Savoy Show, 300 Party, Vera Holl Show; Song Machine (WOR).

HARRIS, BETTY
NBC—The Three Suns Shine, Betty Harris Show

HARRIS, PHIL
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).
HARRIS, WILMA
KDKA, Pittsburgh, Pa.
Home Forum
HASKELL, JACK
NBC—Dave Garroway Show, Design for Listening, Musicana, Touchdown Tips
HAYES, HERBERT
WWRL, Woodside, N. Y.
Songs by Herbert Hayes
HAYMES, DICK
CBS—Dick Haymes Show
HEART, PEGGY
WHOO, Orlando, Fla.
Cinderella
HESKIN, ORLAND
KFYR, Bismarck, N. Dak.
Twilight Time
HENRY, MARY
WRBC, Jackson, Miss.
Sunday Music
HENZIE, MARTHA
KDKA, Pittsburgh, Pa.
Duquesne Show, Home Forum
HICKMAN, ELMER
WOAY, Oak Hill, W. Va.
The Elmer Hickman Show
HILDEGARDE
CBS
HILL, LOLA
NBC—Design for Listening, Lola Hill
HINDS, BILL
KDKA, Pittsburgh, Pa.
Brunch With Bill, Buzz & Bill, Tap Time
HOLTEN, BRICK
KWJJ, Portland, Ore.
Hammond Harmonies
HOUSTON, BOB
WHN, New York
NBC—Bob Houston Sings, Solitair Time
HOWARD, MARY LOU
KYW, Philadelphia, Pa.
HUGHES, BOB
KDKA, Pittsburgh, Pa.
Duquesne Show
HUGHES, FRANCES
WCON, Atlanta, Ga.
Sweetheart Serenade
HUGHES, MARJORIE
NBC—Chesterfield Supper Club
HULL, JOHN WARREN
HUSS, JOAN
WNAM, Neenah, Wisc.
Music for Modernes

— I —

IKE & HAP
KVNU, Logan, Utah
Western Serenaders
IRBY, JERRY
KATL, Houston, Tex.
Texas Ranchers

— J —

JACKSON, ROY & HIS NORTHWESTERNERS
KEX, Portland, Ore.
Neath Western Skies, Northwesterners
JAMISON, ANNE
NBC—An Evening with Romberg
JAYNES, DOC
KFYR, Bismarck, N. Dak.
Northwest Farm Front
JENKINS, PEE WEE
WJHP, Jacksonville, Fla.
JENNINGS, JOANNE
CBS—Hour of Charm
JOHNS, ROGER
KSYL, Alexandria, La.
Songs by Roger Johns
JOHNS, VIVIEN
KDKA, Pittsburgh, Pa.
KDKA Home Forum
JOHNSON, BETTY
WBT, Charlotte, N. C.
Betty Johnson Sings
JOHNSON FAMILY
WBT, Charlotte, N. C.
Johnson Family Singers, Johnson Family Singers and Larry Walker
JOHNSON, JOHNNY
KDSH, Boise, Idaho
JOHNSON, ROME
NBC—Circle Arrow Show
JOHNSON, SHIRLEE
WEEK, Peoria, Ill.
Stardust Serenade
JOHNSTONE, JOHNNY
CBS—Rhapsody in Rhythm

JOLSON, AL
(Yoelson, Asa); Actor, Singer; b. St. Petersburg, Russia, May 28, 1888. Star on Kraft Music Hall (NBC).
JONES, GENE
WBZ-WBZA, Boston, Mass.
Gene Jones
JONES, LINWOOD
WXGI, Richmond, Va.
Mountain Pals
JORDAN, JIMMY
WABZ, Albemarle, N. C.
Jimmy Jordan Sings
JUBILAIRES
NBC—Amos 'n' Andy
JUBILEE SINGERS, THE
KXEL, Waterloo, Iowa
JUN, ROSE MARIE
WMT, Cedar Rapids, Iowa

— K —

KALLEN, KITTY
ABC—Saturday Senior Swing

KAY, BEATRICE
MBS—Beatrice Kay Show.
KELLUM, KAY
WRBC, Jackson, Miss.
Dixie Rambler
KELLY, DONNA JANE
KDKA, Pittsburgh, Pa.
KDKA Home Forum
KELSO, MARIE
KGDM, Stockton, Calif.
Melodies
KEELAND, FRANCES
NBC—Voices Down the Wind
KEN CHRISTY CHORUS
NBC—Cities Service Highways in Melody
KEN LANE CHORUS
NBC—Your Hit Parade
KENDALL, FRED
WJR, Detroit, Mich.
KENNEDY, NOREEN
WJAS, Pittsburgh, Pa.
Lee Kelton Orchestra
KENNY, JACK
WHUM, Reading, Pa.
Jack Kenny Serenade

KILTY, JACK
Once Upon Our Time (NBC); Vest Pocket Varieties (NBC); Jack Kilty Show (WNBT); Make Mine Manhattan, Broadway Musical.
KINCHEN, JOE
WCMA, Corinth, Miss.
Farmer's Frolic
KINDERS, BARBARA
KDKA, Pittsburgh, Pa.
Tap Time
KINDERS, ELAINE
KDKA, Pittsburgh, Pa.
Tap Time
KINDERS, SHIRLEY
KDKA, Pittsburgh, Pa.
Tap Time

KING COLE TRIO
Kraft Music (CBS-MBS); Wildroot Show (NBC).
KING, LOUISE
CBS—Music For You
KING, W. O.
WTOC, Savannah, Ga.
Hymns of the People
KING'S JESTERS
CBS—Music For You
KING'S MEN
NBC—Fibber McGee & Molly
KIRBY, FRED
WBT, Charlotte, N. C.
KIRBY, JOHN
Cowboy Roundup Time
KDKA, Pittsburgh, Pa.
Singing Strings, Songs You Love
KNIGHT, EVELYN
CBS—Tony Martin Show
KREISMAN, BERNICE
WAPX, Montgomery, Ala.
Songs of Bernice

— L —

LA DUKE, BILL
WDRC, Hartford, Conn.
Shoppers Special, Shopping By Radio
LAMB, BOB
NBC—Francis Craig Orchestra
LAMOUR, DOROTHY
NBC—Front & Center Starring Dorothy Lamour
LANE, LILLIAN
NBC—Front & Center Starring Dorothy Lamour
LANGFORD, FRANCES
NBC—The Drene Show, Maxwell House Coffee Time
LANGSTON, SALLY
WJMX, Florence, S. C.
Memory Time
LANHAM, ROY
NBC—Circle Arrow Show
LANSON, SNOOKY
NBC—Songs by Snooky, Snooky Lanson Show
LARSON, NORMAN
NBC—Storehouse of Music
LAWRENCE, GREGG
NBC—Chesterfield Supper Club
LAWRENCE, LEONARD
KDKA, Pittsburgh, Pa.
KDKA Home Forum
LEACH, BILLY
CBS—Music For You
LEAR, ROY
WBT, Charlotte, N. C.
CBS—Dixie Jamboree, Carolina Calling
LEE, ERNIE
WLW, Cincinnati, Ohio
Ernie Lee Show
LEE, JERRY
KDSJ, Deadwood, S. Dak.
Songs of Yesteryear

LEE, PEGGY
(Egstrom, Norma); Singer, Songwriter, Actress; b. Jamestown, North Dakota, May 26, 1920; Bing Crosby Show; Summer Electric Program; Jimmy Durante Show.

LEE, TERRY
WFAA, Dallas, Tex.

LEONHARDT, ELIZABETH
KDKA, Pittsburgh, Pa.
KDKA Home Forum

LEWIS, MONICA
Singer; b. Chicago, Ill., May 5, 1925, Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp - Schick; Jack Smith - Jan August Show.

LEWIS, WELCOME
KOWL, Santa Monica, Calif.
Sing O

LILLARD, ANNIE LAURIE
WFRC, Reidsville, N. C.

LILLIE & MARGE
WBYS, Canton, Ill.
Tune Toppers

LINDBLAD, ELLIOTT
WRLC, Toccoa, Ga.
Songs of Praise

LINDSAY, MERL
KOMA, Oklahoma City, Okla.
Okla. Night Riders

LINDSLEY, L. A. (MRS.)
WRBC, Jackson, Miss.
Ralio Revival

LINK, BOB
WCCO, Minneapolis, Minn.
Songs with Bob Link

LINK, DICK
WCCO, Minneapolis, Minn.
Melody Morning

LISTER, BILL
KABC, San Antonio, Tex.
Songs by Bill Lister

LLOYD, DAVID
KYW, Philadelphia, Pa.

LONG, ALICE
KDKA, Pittsburgh, Pa.
KDKA Home Forum

LONG, GEORGE
WSBA, York, Pa.
Ranch Boys

LOVE, LUCY
WBIG, Greensboro, N. C.
Restful Music

LUDRICK, NORMA
WJMX, Florence, S. C.
Songs by Norma

LYNCH, CAROLYN SMITH
WLAQ, Rome, Ga.
Takitezzytyme

LYNCH, CHRISTOPHER
NBC—Voice of Firestone

LYONS, DOLORES
KGHF, Pueblo, Colo.
Dolores Lyons

— M —

MacARTHUR, BILL
KOWL, Santa Monica, Calif.
The Throb

MacCULLUM, JOHN
KDKA, Pittsburgh, Pa.
Men About Town, Duquesne Show

MacGREGOR, EVELYN
NBC—Waltz Time

MacGREGOR, PHIL
NBC—Clevelandaires

MacRAE, GORDON
CBS—Gordon MacRae Troubadour
NBC—Teentimers

McCLELLAN, STANLEY
NBC—D & H Miners

McCONNELL, SMILIN' ED
NBC—Smilin' Ed McConnell & His Buster Brown Gang

McCUNE, DON
KRSC, Seattle, Wash.
Romance-time

McCURDY, TED
KDKA, Pittsburgh, Pa.
KDKA Home Forum

McDOWELL, JAMES
WHFB, Benton Harbor, Mich.

McGUIRE, PAT
WICY, Malone, N. Y.
Welsh Tierney Show

McINTYRE, DOLENA
WCOU, Lewiston, Maine
Time for Music

McINTIRE, FRANCES
WSTP, Salisbury, N. C.
In a Sentimental Mood

McINTIRE, RUSSELL
WSTP, Salisbury, N. C.
Songtime

McKENNA, JEAN
NBC—A Miss & A Male, Design for Listening, Musicana, Patterns in Melody

McKEON, JEANNIE
(Brabazon, Mrs. Pual); Vocalist; b. Fall River, Mass.; Univ. of Maine Green Light Review; Borge-Goodman Show; NBC; Black & White Records Yesterdays (Album).

McMANUS, MARIAN
NBC—Manhattan Merry-Go-Round

McMULLEN, EDDIE
NBC-ABC-MBS
Penguin Dana Records

MAE, GEORGIA
WBZ-WBZA, Boston, Mass.
Georgia Mae & Her Buckaroos

MALBIN, ELAINE
NBC—Tapestry Musicale, Music for Today, Serenade to America

MANN, PEGGY
NBC—RCA Show

MARDELL, RICK
WAAT, Newark, N. J.
Broadwayites

MARESCA, ROSALIA
WHOM, New York City
Sunday Serenade

MARINE, JOE
NBC—Fred Waring Show

MARINERS
CBS—Arthur Godfrey Show

MARSH, AUDREY
NBC—Aldrich Family

MARTIN, TONY
CBS—Tony Martin Show

MARTIN, VIVIAN
WMAQ, Chicago, Ill.
Dave Garroway—Musicana

MARTIN, VIVIAN
NBC—Dave Garroway Show, Design for Listening, Musicana

MASSEY, CURT
ABC—Curt Massey Show.

MASSEY, VERA
ABC—Vera Massey, Jack Berch

MAURIELLO, CAPPY
WNHC, New Haven, Conn.
Cappy Mauriello Program

MARTIN, ZEKE
WCMA, Corinth, Miss.
Farm and Home Hour

MASON, BETTY ROSE
WSAV, Savannah, Ga.
There's Music in the Air

MAXWELL, MARILYN
NBC—Abbott & Costello

MAYO, LARRY
WTIC, Hartford, Conn.
Rudy Martin & His Music

MEANS, SAM
KDKA, Pittsburgh, Pa.
KDKA Home Forum

MEIERS, MARVIN
KCOL, Fort Collins, Colo.
Marvin Meiers Sings

MELTON, ELIZABETH
KSEO, Durant, Okla.
Elizabeth Melton

MELTON, JAMES
NBC—Harvest of Stars

MEN OF THE WEST QUARTET
KOA, Denver, Colo.
Bekins Moving & Storage Pgm.

MERRILL, JACK
WFMJ, Youngstown, Ohio
Melodies by Merrill

MERRILL, ROBERT
Singer; b. Brooklyn, N. Y., June 4, 1918, Kostelanetz Hour, Serenade to America; RCA-Battle of Music; RCA-Music America loves Best; NBC - Symphony; RCA - Television Show.

MESERVEY, NORMAN
WOLF, Syracuse, N. Y.
Notes with Norm.

MIFFLIN SISTERS
WLIP, Kenosha, Wisc.
Songs You Love to Hear

MILEWICZ, STACH
WWOL, Lackawanna, N. Y.
Polish Hr.

MILLER, BETTY LOU
WSTP, Salisbury, N. C.
Star Time

MILLER, MILENA
NBC—Kraft Music Hall

MILLIE & SUE
KMBC, Kansas City, Mo.
Early Bird Jamboree, Brush Creek Fol'ies

MILLER, WES
KIJV, Huron, S. Dak.
Songs to Remember

MILLS BROTHERS
NBC—Kraft Music Hall

MITCHELL, RUSS
KDKA, Pittsburgh, Pa.
Men About Town, Duquesne Show

MODERNAIRES
CBS—Club 15

MOFFATT, VIOLA
KSEO, Durant, Okla.
Viola Moffatt

MONROE, VAUGHN
CBS—Vaughn Monroe Show

MOON MAIDS
CBS—Vaughn Monroe Show

MOONEY, JOE
ABC—Joe Mooney's Quartet, Paul Whiteman Hour.

MOORE, JUANITA & (LEE)
WCHS, Charleston, W. Va.
Lee & Juanita Moore

MOORE, LEE & (JUANITA)
WCHS, Charleston, W. Va.
Lee & Juanita Moore

MORGAN, LEE
KYW, Philadelphia, Pa.

MORGAN, MAC
NBC—Cities Service Highways in Melody

MORRISON, BRET

MULLINS, JOHN
WKTM, Mayfield, Ky.
Wingo Quartet

MURTAH SISTERS
ABC—Patt Barnes

—N—

NASH, HELEN
WOW, Omaha, Nebr.
WOW Calling
NEGRO QUARTET
WRUF, Gainesville, Fla.
Invincible Singers, Veterans of Harmony
NASH, JOEY
Transcriptions
NELMS, NANCY
WDBJ, Roanoke, Va.
Estelle & Nancy
NESBIT, FRED
KOA, Denver, Colo.
Treasure Trails of Melody
NOBLE, ROGER
WSLI, Jackson, Miss.
Old and New
NOLAN, BOB
NBC—Saturday Night Round-up Starring Roy Rogers
NORMAN, LOULIE JEAN
NBC—Kay Kyser's College of Music & Knowledge
NORMAN, LUCILLE
NBC—Names of Tomorrow, Lucille Norman Show, The Time, the Place & the Tune
NORTON, LILIAN
NBC—Percolator Party
NYDEGGER, VERNE
KFBI, Wichita, Kans.
Nadine & the Nydegger Sextet
NYGARD, MARION
WMIQ, Iron Mountain, Mich.
Sunday Evening Serenade

—O—

OAKRIDGE QUARTET
NBC—Grand Ole Opry
O'CONNOR, DICK
NBC—Manhattan Merry-Go-Round
O'CONNOR, JIMMY
WDBJ, Roanoke, Va.
Songs for You
OLSEN, JOHNNY
WJZ—Rumpus Room
O'NEILL, JULIE
NBC—St. Louis Serenade
O'CONNOR, WM.
WLS, Chicago, Ill.
Morning Devotions
ODSON, JUANITA
KVER, Albuquerque, N. Mex.
Minutes of Melody
O'HEREN, DICK
WHK, Cleveland, Ohio
Beat the Boys, Say It with Music, Irish Program
O'NEIL, DANNY
ABC—Mary Small Revue, Echoes of N. Y.
O'ROURKE, KEN
WWRL, Woodside, N. Y.
Ken O'Rourke Show
OSTROM, BERNARD
KVOX, Moorhead, Minn.
Minnesota Woodchopper
OWENS, BARBARA
KDKA, Pittsburgh, Pa.
Songs You Love To Hear
OWENS, JACK
ABC—Breakfast Club, Stairway to the Stars

—P—

PAIGE, RICHARD
NBC—Design for Listening, Musicana, Patterns in Melody
PARKER, EVELYN
NBC—Signed, Beasley Smith
PARKER, FAYE
KDKA, Pittsburgh, Pa.
Tap Time
PARKER, PAUL
WMBL, Morehead City, N. C.
Songs by Paul Parker
PARRISH, FRANK
WIRE, Indianapolis, Ind.
Frank Parrish Show
PARVIN, CATHERINE E.
WWBZ, Vineland, N. J.
Catherine E. Parvin
PATTERSON, CREAN
WONS, Hartford, Conn.
Patter by Patterson
PATTON, PEGGY
WWNR, Beckley, W. Va.
Songs by Peggy Patton
PAYNE, FERN
KCTX, Childress, Tex.
Favorite Gospel Songs
PERKINS, RAY
KFEL, Denver, Colo.
The Ray Perkins Show
PERRIN, MAC
NBC—Fred Waring Show
PERRY, BILL
CBS—Saturday Night Serenade
PERRY, EVERETTE
WABZ, Albemarle, N. C.
Hymn Time
PETE, COLORADO
KMBC, Kansas City, Mo.
Early Bird Jamboree, Dinner Bell Roundup, Brush Creek Follies
PETERS, HENRY
WIBW, Topeka, Kans.
Henry and Jerome
PICKENS, JANE
ABC—Echoes of New York
PICKLE, KAY and HIS RANGE RIDERS
KSRO, Santa Rosa, Calif.
THE PIED PIPERS
ABC—ohnny Olsen's Rumpus Room
PIEPER, GERALD
KDKA, Pittsburgh, Pa.
KDKA Home Forum
PINAFORES
CBS—Gene Autry Show
PLANER, ROBERT
WNDR, Syracuse, N. Y.
Housewarmers
PLEIS, RAYMOND
WWBZ, Vineland, N. J.
Go'den Melodies
PORTNOY, JOSEPH
KDKA, Pittsburgh, Pa.
KDKA Home Forum
POST, BILL
KALL, Salt Lake City, Utah
Post Box
POTEET, ORVILLE
KCVR, Lodi, Calif.
Old Music Box
PRICE, DEWEY
WBT, Charlotte, N. C.
Briarhoppers
PRICE, HOWARD
KDKA, Pittsburgh, Pa.
Duquesne Show
PRICE, NOMAN
NBC—D & H Miners
PUTTERMAN, DAVID
NBC—Eternal Light

—Q—

QUINN, BRYAN
WBAA, West Lafayette, Ind.
Songs by Bryan Quinn

—R—

RABORN, SAM
WWNR, Beckley, W. Va.
Singin' Sam
RADIO CHORISTERS
NBC—Highlights of the Bible, National Radio Pulpit
RAGLAND, HENRY
WCON, Atlanta, Ga.
Sweetheart Serenade

RAINE, LORRY
(Gayle (MRS.) Tim); b. Detroit, Mich., June 13, 1926; Mark Warnow's Sound-Off (ABC); California Melodies (MBS); Summerfield Band Concert (NBC); Coast Records with Mark Warnow.

RAMONA
WLW, Cincinnati, Ohio
Rendezvous with Ramona
RAND, WILL & MILLIE
WNOC, Norwich, Conn.
Rand Review
RANDALL, EARL
NBC—Reveille Roundup
RANDOLPH, AMANDA
RANGERS, THE
WBT, Charlotte, N. C.
Rangers Quartet
RAWLEY'S TRIO, AL
WEEI, Boston, Mass.
Al Rawley's Trio
REDABAUGH, HAROLD
KGHF, Pueblo, Colo.
Harold Redabaugh
REED, BOB
WOR, New York, N. Y.
Your Time
REED, CAROL
WPEN, Philadelphia, Pa.
Open House
REED, PENNY
KYW, Philadelphia, Pa.
REGAL, JEAN
NBC—Your Host Is Buffalo
REID, BOB
Robert Q. Lewis Show, Bob Reid Sings
REVERE, ADRIAN
NBC—D & H Miners
REYNOLDS, ANDY
WSBA, York, Pa.
Ranch Boys
RHYTHM RIDERS
KMBC, Kansas City, Mo.
Ray Judgens, Val Tatham, Howard Smith, Joe Manning, Western Echoes, Brush Creek Follies
RISSLING, ROBERT
WBZ-WBZA, Boston, Mass.
Robert Rissling Sings, Concert Centennial
RIZZI, GLORIA
WPAM, Pottsville, Pa.
Treasury of Song
ROBARTS, DOROTHY
WIRE, Indianapolis, Ind.
Tune Up Time
ROBB, MURIEL
KDKA, Pittsburgh, Pa.
KDKA Home Forum
ROBERTS, BARRY
NBC—Manhattan Merry-Go-Round
ROBERTSON, TEXAS JIM
ABC—Texas Jim Robertson
ROBINSON, AL
KPBX, Beaumont, Tex.
Down on the Farm
ROBOFSKY, ABRASHA (SGT.)
NBC—U. S. Army Air Force Band

RODGERS, BOB
KIUL, Garden City, Kans.
Tune Topper
RODGERS, SLIM
KSGM, Ste. Genevieve, Mo.
Dinner Bell Time
ROGERS, ROY
NBC—Saturday Night Round-up Starring Roy Rogers
ROLAND, RUSSELL
KMBC, Kansas City, Mo.
Rhymaline Time, Russell Roland Sings, Brush Creek Follies
ROMAY, LINA
CBS—Dick Haymes Show
ROSS, BETSY
WFHG, Bristol, Va.
Betsy Ross Sings
ROSS, SHIRLEY
NBC—Bob Burns Show
ROUSCH, MYRA SUE
WJLS, Beckley, W. Va.
Myra Sue Rousch
ROWE, GENEVIEVE
NBC—Harvest of Stars
ROY, CECIL H.
RUDOLPH, JACK
WPAM, Pottsville, Pa.
Jack Rudolph Sings
RUSSELL, CONNIE
NBC—Manor House Party
RUSSELL, JANE
NBC—Kay Kyser's College of Music and Knowledge
RYAN, ANN
NBC—Ann Ryan Sings, Circle Arrow Show
RYAN, DENNIS
NBC—Manhattan Merry-Go-Round

— S —

SANDS, LITA
NBC—Clevelandaires, Do You Remember

SATISFYERS, THE
NBC—Chesterfield Supper Club; Victor Records.

SAUNDERS, FRANK
CBS—Arthur Godfrey
SAUNDERS, GEORGE
KGW, Portland, Ore.
Oregon Melodies
SAVALIER, CLARENCE
WEIM, Fitchburg, Mass.
Memories in Song
SAVECKA, ROSALYN
KDKA, Pittsburgh, Pa.
KDKA Home Forum
SAYLES, FRED
WAAT, Newark, N. J.
Among My Souvenirs
SCHAEFER, ANNE
WKY, Oklahoma City, Okla.
Anthony Avenue
SCHIMPF, STEWART
KUOA, Siloam Springs, Ark.
Gospel Singer
SCHMIDT, REINHOLD
NBC—An Evening with Romberg
SCHON, KENNETH
NBC—D & H Miners
SCHOOLEY, IVAN
KOA, Denver, Colo.
As You Like It
SCHWARTZ, TINY
NBC—Your Host Is Buffalo
SCOTT, ROMAINE
WPPA, Pottsville, Pa.
Woman's World
SCOTT, TOM
CBS—Tom Scott, American Troubadour
SEAGLE, JOHN
NBC—Voices Down the Wind
SEGAL, ROBERT
NBC—Eternal Light
SENNETT, BOB
WMAZ, Macon, Ga.
At Home with Bob Sennett
SERENADERS
CBS—Saturday Night Serenade
SHANNON, BOB
WPEN, Philadelphia, Pa.
Holiday Inn
SHAW, SHIRLENE
KENT, Shreveport, La.
Date at Eight
SHAY, DOROTHY
CBS—Spotlight Review
SHAW, HOLLACE
CBS—Saturday Night Serenade
SHELTON, ROBERT
WFAA, Dallas, Tex.
Sunshine Roundup

SHEPARD, RILEY
NBC—CBS—WBT, WSM.

SHEPHERD, JOAN
KWBR, Oakland, Calif.
Joan Sings
SHERIDAN, PHIL
WIP, KYW, Philadelphia, Pa.
Studio Party
SHIELMAN, JUNE
NBC—Words & Music, Design for Listening, Musicana

SHORE, DINAH
(Montgomery, Mrs. George); singer, actress; b. Winchester, Tenn., Mar. 1, 1917; ed. Vanderbilt Univ. BA Degree; Columbia Records; Call for Music (CBS); Ford Show (CBS).

SHUMAKER, JIMMY
WRON, Ronceverte, W. Va.
Rocky Mountain Frolic
SIDNEY, BOB
WHN, New York, N. Y.
SIDNEY, PHYLLIS
KDKA, Pittsburgh, Pa.
KDKA Home Forum
SIEDEL, FLO
WCCO, Minneapolis, Minn.
De Haven's Date
SILVER SAGE RIDERS
KCVR, Lodi, Calif.
Western Music
SIMMONS SINGERS
WSAV, Savannah, Ga.
Simmons Singers
SIMS, EVELYN
WTOC, Savannah, Ga.
Music by Request
SIMMS, GINNY
CBS—Pause That Refreshes
SINATRA, FRANK
CBS—Songs by Sinatra
NBC—Your Hit Parade
SIZEMORE, GORDON WITH LITTLE BETTY & DOC
WBT, Charlotte, N. C.
Songs by Gordon Sizemore, Betty, and Doc
SLANEY, RUTH
KDKA, Pittsburgh, Pa.
KDKA Home Forum
SMITH, ARTHUR
WBT, Charlotte, N. C.
Arthur Smith Quartet
SMITH, BILLIE
KPRC, Houston, Texas
Time On My Hands
SMITH, FRED
WCCO, Minneapolis, Minn.
Fred Smith Sings
SMITH, GENE
WROM, Rome, Ga.
Gene Smith Sings
SMITH, JACK
CBS—Jack Smith Show
NBC—The Drene Shampoo Show

SMITH, KATE
May 9, 1909; b. Greenville, Va., Kathryne Elizabeth Smith; Kate Smith Sings (CBS); Kate Smith Speaks (MBS).

SMITH, PETE
WBAA, West Lafayette, Ind.
Songs by Pete Smith
SMITH, RALPH
WBT, Charlotte, N. C.
Carolina Hayride
SMITH, SONNY
WBT, Charlotte, N. C.
Arthur Smith and Crackerjacks
SMOOTHIES
NBC—Vest Pocket Varieties
SYNDER, ROBERT
WFBG, Altoona, Pa.
Bob and Gene
SOLO, SAMMY
WHN, New York, N. Y.
SONS OF THE PIONEERS
NBC—Saturday Night Round-up Starring Roy Rogers
SOUTHERNAIRES
ABC—The Southernaires
SPANN, HELEN
NBC—Voices Down the Wind
SPITALNY, PHIL ALL GIRL CHOIR
CBS—Hour of Charm
SPORTSMEN QUARTET
NBC—Jack Benny Show, Fitch Bandwagon, Judy Canova Show
STAFFORD, JO
NBC—Chesterfield Supper Club
STANTON, BOB
NBC—The Time, the Place & the Tune, Sealtest Village Store
STARLIGHTERS
NBC — Chesterfield Supper Club, Sealtest Village Store, Bob Hope Show
STEBER, ELEANOR
NBC—Voice of Firestone
STEELE, HARRY
KALE, Portland, Ore.
Singer and emcee)
STEFFAN, ART
NBC—Music of the Moment, Your Host Is Buffalo
STEPHENS, HAROLD
WASL, Annapolis, Md.
The Melody Tenor of Radio
STETLER, ROBERT
WLAN, Lancaster, Pa.
STEVENS, GARRY
NBC—Chesterfield Supper Club
STEVENS, RISE
CBS—Family Hour
STUART, MICKEY
WWRL, Woodside, N. Y.
Songs by Mickey Stuart
STUTZ, CARMEN
KONO, San Antonio, Tex.
It's a Good Day
SULLIVAN, DON
KMBC, Kansas City, Mo.
Dinner Bell Roundup, Brush Creek Follies

SULLIVAN, LEE
NBC—Vest Pocket Varieties, Serenade to America
SUMMERS, GEGE
KWTM, Mayfield, Ky.
Ky. Play Boys
SUNRISE SERENADERS
WRFS, Alexander City, Ala.
Sunrise Serenaders
SUNSET QUARTET
WSAV, Savannah, Ga.
Souvenirs of the Old South
SWALLEY, DUANE
NBC—Reveille Roundup
SWANEERS QUARTET
NBC—Camp Meetin' Choir
SWEETLAND, LEE
NBC—Harvest of Stars
SYLVIA
WLW, Cincinnati, Ohio
Sylvia Show
SYRIA, LEVI
WJMS, Ironswood, Mich.
Bashful Joe

— T —

TAYLOR, BOBBIE
WWOD, Lynchburg, Va.
Bobbie Taylor Sings
TEXAS MELODY BOYS
WWNR, Beckley, W. Va.
Songs of the Buckeroos
TEW, PAUL
WRUF, Gainesville, Fla.
Autumn Serenade
TEXAS MELODY BOYS
KIJV, Huron, S. Dak.
Hill Billy
THALL, BILL
NBC—Circle Arrow Show
THOMAS, BENNY
WACE, Chicopee, Mass.
THOMAS, JACK
KVMV, Twin Falls, Idaho
Music Director
THOMPSON, JEANNE
(Guest 1 time only)
KDKA, Pittsburgh, Pa.
Duquesne Show
THOMAS, THOMAS L.
NBC—Manhattan Merry-Go-Round
THREE NOTES
WDAY, Fargo, N. Dak.
Tello-Test Time
TILTON, MARTHA
Vocalist; b. Corpus Christi; Dick Haymes Show (CBS); Meet Me At Parky's (NB); Your Hit Parade (NBC).
TIMM, ALLEN
WEMP, Milwaukee, Wis.
Ladies' Choice
TINNEY, FRANK
WGWR, Asheboro, N. C.
Familiar Hymns
TORME, MEL
(Tormé, Mel H.); Actor, Composer, Arranger; b. Chicago, Ill., Sept. 13, 1925; Singing with the Meltones; Torme Time (NBC).
TREADWELL, KENNY
KOWL, Santa Monica, Calif.
Kenny Treadwell
TREVATHAN, SKIPPER
KPRC, Houston, Texas
TRICKEY, NANCY
WBZ-WBZA, Boston, Mass.
Nancy Trickey Sings
TUMA, C
KVOO, Tulsa, Okla.
Sons of the Range
TUNE CHASERS
KMBC, Kansas City, Mo.
Charlie Pryor, Ruel Joyce, Ted Painter, Vaughn Busey.
The Tune Chasers, Brush Creek Follies
TURNER, DALLAS (Cowboy)
KALE, Portland, Ore.

— V —

VALLEE, RUDY
NBC—Philip Morris Presents the Rudy Vallee Show
VARNEY SISTERS
WMIQ, Iron Mountain, Mich.
The Varney Sisters

— W —

WAGAMAN, JOHN
WDAF, Kansas City, Mo.
WAGNER, ANN
WIBC, Indianapolis, Ind.
WIBC Coffee Shop, Annie's Almanac
WAIN, BEA
ABC—Arthur Murray Show
WMCA—Mr. and Mrs. Music
WALSH, MARY JANE
WHN, New York, N. Y.
WALTERS, FRANCIS
WDBJ, Roanoke, Va.
Bouquet of Melodies
WALTI, PAUL
NBC—Mad Masters
WARD, KEN
WTAM, Cleveland, Ohio
Affectionately Yours, Do You Remember, Clevelandaires
WATER, OZIE CAPT.
KMYR, Denver, Colo.
Sagebrush Serenade
WATERS, "SMILIN' BILL"
WHEB, Portsmouth, N. H.
Smilin' Bill Waters
WELLING, FRANK
WCHS, Charleston, W. Va.
Uncle Si
WELLINGTON, LARRY
NBC—Reveille Roundup
WELLS, J. B.
WXGI, Richmond, Va.
Mountain Pals
WELSH, IRYNE
WJR, Detroit, Mich.
WEST, NADINE
KFBI, Wichita, Kans.
Nadine & the Nydegger Quartet
WEST, TED
WREN, Topeka, Kans.
The Keynoters
WESTON, KRIS
NBC—Luncheon with Lopez
WHALEN, CLYDE
WACE, Chicopee, Mass.
Tune Time Club
WHEATLEY, JOAN
NBC—Fred Waring Show
WHEELOCK, JUANITA
KCTX, Childress, Tex.
Sunday Serenade
WHITEY AND HOGAN
WBT, Charlotte, N. C.
The Briarhoppers, Carolina Hayride
WHITING, MARGARET
CBS—Club 15
NBC—Eddie Cantor Show
THE WHOOT OWLS
WHOO, Orlando, Fla.
The Whoot Owls
WILLARD, DICK
WOR, New York, N. Y.
Time for Remembrance
WILDE, EMIL
KFUO, St. Louis, Mo.
Songs of Praise
WILLIAMS, MARVIN
WRR, Dallas, Tex.
Who's Who in Radio
WILSON, BILL
WDOD, Chattanooga, Tenn.
Vicks Dixie Swingsters
WILSON, GRACE
WIS, Chicago, Ill.
National Barn Dance
WILSON, JANE
NBC—Fred Waring Show
WILSON, J. GARFIELD
NBC—Camp Meetin' Choir
WILTSHIRE, ARLINE
WXGI, Richmond, Va.
Cornbread Matinee
WILTSHIRE, BILL
WXGI, Richmond, Va.
Cornbreak Matinee
WINTERS, JERRY
KVFD, Fort Dodge, Ia.
Mary and Jerry
WIS HILLBILLIES
WIS, Columbia, S. C.
WIS Hillbillies
WOLF, REINALD S.
WKOK, Sunbury, Pa.
Memory Songs
WOOD, BARRY
NBC—Johnny Presents the Philip Morris Program
WOOD, TRUDY
KPRC, Houston, Texas
WOODS, B. L.
KTFS, Texarkana, Texas
WOOD, GLORIA
NBC—Kay Kyser's College of Music and Knowledge
WOODS, ILENE
ABC—Johnny Thompson and Ilene Woods, Breakfast Club
WOODY, PAULA
KOLN, Lincoln, Nebr.
The Paula Woody Show
WORKMAN, DICK
WFBL, Syracuse, N. Y.
Musical Clock
WRIGHT, HANK
WJPF, Herrin, Ill.
Hillbilly
WRIGHT, WILLIAM
NBCVoices Down the Wind

— Y —

YOUNG, DALE
WAOV, Vincennes, Indiana
Teen Time
YOUNG, EVE
NBC—Story Shop, Honeymoon in New York
YOUNG, HENRIETTE
KDKA, Pittsburgh, Pa.
KDKA Home Forum
YOUNG, NATALIE
KDKA, Pittsburgh, Pa.
KDKA Home Forum
YOUNG, NORMAN
NBC—Once Upon Our Time
YOUNG, WILLIARD
NBC—D & H Miners
YVETTE
ABC—Stairway to the Stars

— Z —

ZIMMERMAN, MARGARET
KORE, Eugene, Ore.
The Kaufman Show

HARRY WISMER

Broadcasting the Nation's Top Sporting Events

Sports Director of American Broadcasting Company

Sports Commentators
—their work during 1947

—A—

ADAMS, BILL
Ice Hockey
KWJJ, Portland, Ore.
ADAMS, FELIX
Sports Roundup
KGER, Long Beach, Calif.
ADAMS, JOHNNY
WQQW, Washington, D. C.
ADAMS, NOREY
Sports Ann.
KGY, Olympia, Wash.
ADAMS, TONY
Tony Adams' Roundup
WMUR, Manchester, N. H.
AHEARN, JACK
Scholastic Sports
WITH, Baltimore, Md.
ALDEN, JERRY
Sports Roundup
WSNJ, Bridgeton, N. J.
ALLAIN, ORREN
WKAN, Kankakee, Ill.

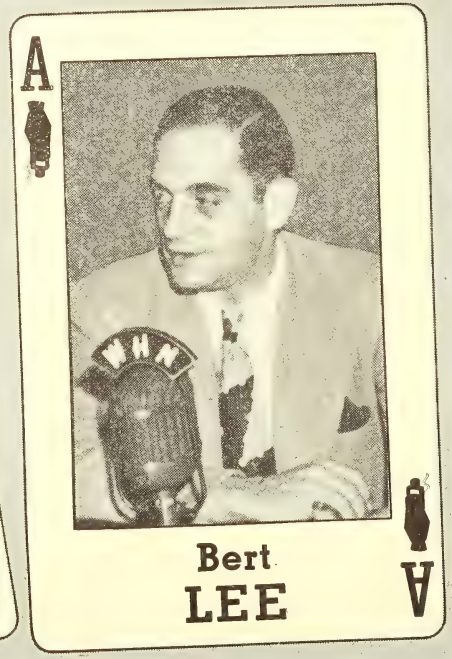
ALLEN, MEL
b. Birmingham, Ala., Feb. 14, 1913; ed. U. of Ala., AB, LL.B., Columbia University; World Series, Major League All-Star Football Championship Game, Game, All-America Conference Sugar Bowl Game, CBS Football Television, New York Yankees Baseball and Football Games.

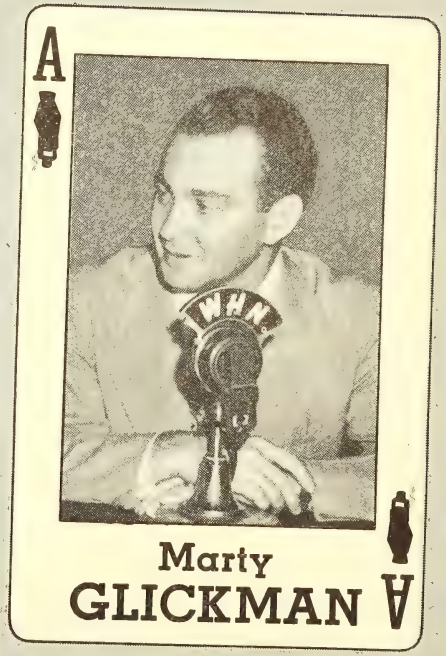
ALLEN, WAYNE
Sports Cast
KSEL, Lubbock, Tex.
ALLINGER, RALPH
Today in Sports
WFAS, White Plains, N. Y.
ALLMAN, BOB
On the Sports Horizon
KYW, Philadelphia, Pa.
ALTMAN, DICK
KTHT, Houston, Tex.
ALVES, BOB
Spotlight on Sports
KPRK, Livingston, Mont.
ANDERSON, BOB
Day's News
KWBR, Oakland, Calif.
ANDERSON, DICK
WEOA, Evansville, Ind.
ARMSTRONG, FRANK
Sports Parade
WDSG, Dyersburg, Tenn.
ARNOLD, FULTON
Arnold Sports
WTTM, Trenton, N. J.
ARTHUR, HARRY
WSMB, New Orleans, La.
ATLAS, DON
Sports Tabloid
KLOK, San Jose, Calif.
ATWOOD, BRAD
Sports Roundup
KWIK, Burbank, Calif.
AUSTIN, COLEMAN
Roanoke Boxing Bouts
WROV, Roanoke, Va.

—B—

BACHMAN, CHARLIE
Football Predictions
WILS, Lansing, Mich.
BAILEY, BLAIN
Resume of the sports of Day
KVNU, Logan, Utah
BAILEY, CHARLES
WEBR, Buffalo, N. Y.
BAILEY, DON
KWLK, Longview, Wash.
BAKER, DICK
Sports Caster
KRDU, Dinuba, Calif.
BAKER, DICK
Sports Whirl
WFKY, Frankfort, Kentucky
BAKER, NELSON
Hamburger's
WFBR, Baltimore, Md.
BAKKE, HAL
S. W. Football Preview
Sports Final
WBAP, Fort Worth, Tex.
BALDING, CHUCK
Sports Whirl
WOAY, Oak Hill, W. Va.
BALDRICA, MERV
Sports from the Sidelines
WMIQ, Iron Mountain, Mich.
BALL, ROGER
WALT, Tampa, Fla.
BARBER, JOE
Top of the Sports
WNAB, Bridgeport, Conn.
BARBER, RED
CBS—Red Barber, Sports
WHN, N. Y.
BARKER, EDDIE
Sports Editor
Scoreboard
KMAC, San Antonio, Tex.
BARLOW, JAY
Special Events
WHLN, Harlan, Ky.
BARRETT, WILLIAM R.
Quarterback Club
WJLS, Beckley, W. Va.
BARRUS, G. A.
KODI, Cody, Wyoming
BARTON, KEN
KWKW, Pasadena, Calif.
BASEL, MEL
WEVD, New York, N. Y.
BEARDSLEY, PAUL
Sports Parade
KRMD, Shreveport, La.
BEATTY, ROSS
Sports Parade
Sports Pages of the Air
WELM, Elmira, N. Y.
BECK, AL
Sports Announcer
WDIA, Memphis, Tenn.
BECKENDORF, JOHN
Sports Parade
WGAU, Athens, Ga.
BECKNER, RAY
Sports Roundup
KRLN, Canon City, Colo.
BELCHER, ROD
Echoes from the Grandstand
(Football, Basketball)
KMO, Tacoma, Wash.
BELL, GEORGE
Let's Look 'em Over
WJRD, Tuscaloosa, Ala.
BELL, TED
Football
KRSC, Seattle, Wash.
BENNETT, KENYON
Baseball games
KGEM, Boise, Idaho
BENNETT, THURSTON
Baseball Announcer
WBBQ, Augusta, Ga.
BERG, LEE
Speaking of Sports
KOLN, Lincoln, Nebr.
BERGER, HAL
Sports Review
KMPC, Los Angeles, Calif.
BERGMAN, DUTCH
WRC, Washington, D. C.
BERNARD, MEL
The Sportsman
WHSC, Hartsville, S. C.
BERRY, RICHARD
The Sports Revue
KXO, El Centro, Calif.
BETTINSON, WINSLOW
Sports Billboard
WHEB, Portsmouth, N. H.
BILLICH, GEORGE
Sportscoop
WOLF, Syracuse, N. Y.
BIRLEFFI, LARRY
Daily Sportscast
KFBC, Cheyenne, Wyoming
BJERKE, KEN
Play x play remotes
KWLC, Decorah, Iowa
KDEC, Decorah, Iowa
BLACK, ELBERT L.
Baseball
KVOU, Uvalde, Tex.
BLACKBURN, ROBERT
KFRE, Fresno, Calif.
BLASHKIW, PETE
Cavalcade of Sports
KWBW, Hutchinson, Kans.
BLOSSFIELD, CHARLIE
In the Sport Light
WONS, Hartford, Conn.
BLUE, EARL
Sports With Earl Blue
WKIX, Columbia, S. C.
BLUE, IRA
Adventures in Sports
KGO, San Francisco, Calif.
BOARDMAN, FRANK
Sports Roundup
KSWO, Lawton, Okla.
BOCHMAN, BILL
Sportspage
WCOS, Columbia, S. C.
BOGGESS, JOHN
WLAG, LaGrange, Georgia
BOGGS, OTIS
WFAA, Dallas, Tex.
BOLAND, CHARLIE
Sportscast
KWTX, Waco, Tex.
BOLAND, JOE
Joe Boland on Sports
WSBT, South Bend, Ind.
BOLTON, BILL
Tendrcrust Sports Review
Football Play by Play
KSYL, Alexandria, La.
BOOSE, DANA
Sports Spotlight
WTSP, St. Petersburg, Fla.
BOROM, BILL
Sports Scrapbook
KABC, San Antonio, Tex.

three of a kind—





"Winners" on WHN

HOCKEY · · "TODAY'S BASEBALL" · · BASKETBALL · · "TAKE A TIP FROM ME"
"SPORTS EXTRA" · · "SPORTS GOSSIP FROM GALLAGHER'S" · · "WARM-UP TIME"

BOSTIC, TOM
Sports Extra
KIMA, Yakima, Wash.
BOUDREAU, DON
Sou Ill Sports Roundup
WCIL, Carbondale, Ill.
BOYD, DON
World of Sports
WCLO, Janesville, Wisc.
BOYER, JOHN
Sports Program
KDKA, Pittsburgh, Pa.
BRADLEY, JACK
Sports Journal
WSAZ, Huntington, W. Va.
BRADLEY, LYLE C.
Sportsman
WSSV, Petersburg, Va.
BRADLEY, WILLIAM V.
College Cheer
Pigskin Review
WHEB, Portsmouth, N. H.
BRADSHAW, DICK
WCEC, Rocky Mount, N. C.
BRAMHALL, ART
Marquette Football
WEMP, Milwaukee, Wis.
BRANDT, BILL
MBS—Inside Of Sports
BRANDT, JOSEPH A.
Sports Roundup
WTPR, Paris, Tenn.
BRAZZELL, JIMMY
The Sportsman
WHSC, Hartsville, S. C.
BREITENMOSER, DON
Sports Report
KPDR, Alexandria, La.
BREMSER, LYELL, BREMSER
Sports Director
KFAB, Omaha, Nebr.

BRENARD, GEO.
Sports Lineup
WLIP, Kenosha, Wisc.
BREWER, HUGH
Local Baseball Games
Local Football Games
Sports Round-Up
WKSR, Pulaski, Lawrenceburg, Tenn.
BRITT, JIM
WHDH, Boston, Mass.
BROCK, ART
BRICK, ART
Sports Ramble
KAFY, Bakersfield, Calif.
BROOKS, NORMAN
Pigskin Preview
Sports Hilights
WFPG, Steel Pier, Atlantic City, N. J.
BROWN, DENNIS
Sports Arena
WMLT, Bublin, Ga.
ROWN, ANDERSON B.
Sports Review
WGWR, Asheboro N. C.
BROWN, BILL
Sports Journal
WSTP, Salisbury, N. C.
BROWN, ED
Sports Hi-Lights
MGY, Montgomery, Ala.
BROWNLOW, JOE
Cascade Sports
KPQ, Wenatchee, Wash
BROYLES, MARVIN
Morning Sports
KCOR, San Antonio, Texas

BRUCKNER, SKIP
Sports Final
WAGU, Athens, Ga.
BRUNDIGE, BILL
Sports Parade
WOL, Washington, D. C.
BRYANT, CHARLES
Sports Roundup
KVI, Tacoma, Wash.
BUCHANAN, BRUCE
Sports Review
WOLS, Florence, S. C.
BULLER, DICK
Front Page of Sports
WKMH, Dearborn, Mich.
BULOW, HARRY
WJPR, Greenville, Miss.
BURGESS, JACK
WATN, Scoreboard
The Sportsman
WATN, Watertown, N. Y.
BURICK, SI
Si Burick
WHIO, Dayton, Ohio
BURKE, BILL
Sports Quiz
WPWA, Chester, Pa.
BURT, JIM
Sport Hilights
Sports Final
KELO, Sioux Falls, S. Dak.
BURTON, DON
Gen Manager
WLBC, Muncie, Indiana
BUSH, HERB
The Sportsman
Sports Roundup
KDIX, Dickinson, N. Dak.
BYER, HAL (Football-basketball)
KWIL, Albany, Ore.

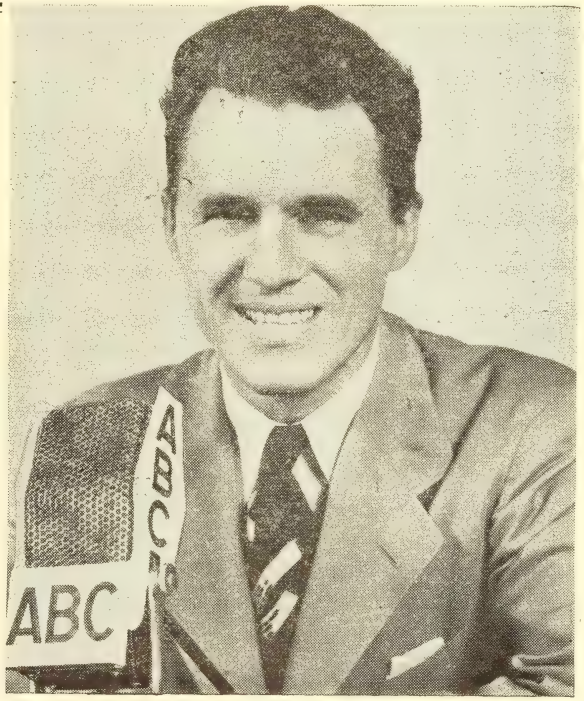
DON DUNPHY

GILLETTE'S "CAVALCADE OF SPORTS" — ABC

BLOW BY BLOW
BROADCASTER
OF
FRIDAY NIGHT
FIGHTS FROM
MADISON SQUARE
GARDEN WITH
RADIO'S TOP RATINGS
2nd LOUIS-CONN 68.2
1st LOUIS-CONN 58.2
LOUIS-WOLCOTT 43.2

• • •

"DON DUNPHY SHOW"
TELENEWS



BYRNE, HARRY
Spotlight on Sports
KCSJ, Pueblo, Colo.
BYRUM, HOWARD
Sports Spotlight
WGNS, Murfreesboro, Tenn.

—C—

CALLAHAN, CHRIS
Sportlight
WNOC, Norwich, Conn.
CALVIN, JACK
Sports Reporter
KSON, San Diego, Calif.
CAMPBELL, BILL
Sports
WCAU, Philadelphia, Pa.
CAMPBELL, CHARLES
Sportscaster
KGEZ, Kalispell, Mont.
CAMPBELL, "NEENIE"
Caravan of Sports
WMCK, McKeesport, Pa.
CANAVAN, ROBERT
Sportscaster
KROD, El Paso, Tex.
CAPPS, GORDON
Sports Spotlight
KSRV, Ontario, Ore.
CARAY, HARRY
Harry Caray Sports Review
KXOK, St. Louis, Mo.
CARLSON, ADE
Your Sports Round-Up
WEBC, Duluth, Minn.
CARLYLE, HUGH
Sports Album
KSWI, Council Bluffs, Iowa

CARMICHAEL, H.
Football, Baseball
KUIN, Grants Pass, Ore.
CARNEAL, HERB
Herb Carneal
WSYR, Syracuse, N. Y.
CARNEGIA, TOM
The Sportsman
Sportswire
WIRE, Indianapolis, Ind.
CARPENTER, BILL
WSNY, Schenectady, N. Y.
CARROLL, BROOKE
All Sports
KGVL, Greenville, Tex.
CARROLL, FRANK
Football Games
KLOU, Lake Charles, La.
CARROLL, TIM
Sport Page of the Air
KELP, El Paso, Tex.
CARSON, TOM
Play by Play
WKBZ, Muskegon, Mich.
CARTER, CAL
The Sportlight
KAMD, Camden, Ark.
CASE, JACK
Morning Sports
Evening Sports
WWNY, Watertown, N. Y.
CASE, LEE
Sports Round-Up
WCHA, Chambersburg, Pa.
CAVANAUGH, J.
Sports Scene
WARD, Johnstown, Pa.
CAVE, WALTER H.
Sports Arena
Football Scoreboard
KMJ, Fresno, Calif.

CHADD, DON
Sports Roundup
KSOK, Arkansas City, Kans.
CHALMERS, JIM
Speaking of Sports
WEIM, Fitchburg, Mass.
CHAMBERLAIN, CARL
Sports
WSAY, Rochester, N. Y.
CHAMBERLIN, GEORGE
Sportscast
WMBM, Miami Beach, Fla.
CHARLES, BERT
WAKR, Akron, Ohio
CHRISTIE, GEO.
Christie's Sports Page
WFEA, Manchester, N. H.
CLARK, J. B.
Sports Final
WAYS, Charlotte, N. C.
CLARK, JOHN
Durham In Sports
WHHT, Durham, N. C.
CLARK, LARRY
Sports Parade
Play by Play reports
WIBA, Madison, Wisc.
CLARK, Lowell
Today in Sports
KGFF, Shawnee, Okla.
CLAUSSEN, GENE
Football
KMOX, St. Louis, Mo.
CLAYTON, TOM
WLLH, Lowell, Mass
CLEMENTS, JOE
Sports Announcer
KVMV, Twin Falls, Idaho
CLOVER, CARLOS
Evening Sportscast
KRIG, Odessa, Tex.

STAN LOMAX
SPORTCASTS
6:45 p.m. WOR
for
Krueger Beer—Mon. - Wed. - Fri.
for
Kopper Co.—Tues. - Thurs. - Sat.

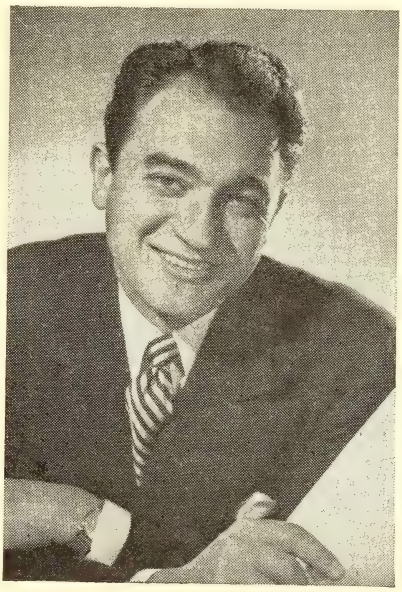
CLUNEY, JOHN A.
Speaking of Sports
WBRY, Waterbury, Conn.
COCHRAN, BILL
Bill Cochran, Sports News
WIOD, Miami, Fla.
COLE, JOHN
Sports Final
KFRU, Columbia, Mo.
COLEMAN, JIM
Speaking of Sports
KLPM, Minot, N. Dak.
COLTON, LAVERN
World of Sports
WCOU, Lewiston, Maine
COLWELL, TERRY
The Sports Page
WACE, Chicopee, Mass.
CONLIN, CLEM
Sportlites
KBCX, Sidney, Mont.
CONNER, BILL
Standard-Oil Sports-News
Football Review Preview
WEBC, Duluth, Minn.
CONNORS, JOE
Sports Review
WKRZ, Oil City, Pa.
CONROY, BILL
IGA Sportsshow
WICY, Malone, N. Y.
CONWELL, TOM
Sports
KCIL, Houma, La.
COOK, BILL
World of Sports
KVKM, Monahans, Tex.
COOK, STANLEY
WHDF, Houghton, Mich.
COOPER, ED
WCTC, New Brunswick, N. J.
CORLEY, BILL
Play-by-Play
WBNS, Columbus, Ohio
CORNISH, WORTHEN C. (Bud)
Worthen C. (Bud) Cornish
WGAN, Portland, Maine
COSTELLO, ED
The World of Sports
KOSA, Odessa, Tex.
COWELL, ED
Speaking of Sports
WJHL, Johnson City, Tenn.
COZZI, SAM
Sports
KCIL, Houma, La.
CRAGO, RICHARD L.
Speaking of Sports
WRUF, Gainesville, Fla.
CRAIN, PAUL
KNEW, Spokane, Wash.
CREAGER, MACK
Sportsman
Sports Parade
Hockey, wrestling and football (live)
KAKC, Tulsa, Okla.
CROGHAN, JOE
Sports Special
WANN, Annapolis, Md.
CROSBY, CHUCK
Sports Scrapbook
WCOP, Boston, Mass.
CROSIAR, FRANK
Spots in Sports
WHOT, South Bend, Ind.
CROWN, NORMAN
WHFB, Benton Harbor, Mich.
CRUMP, GEORGE
Speaking of Sports
WCRO, Johnstown, Pa.
CUMMINS, RAY
Strictly Sports
WMBL, Morehead City, N. C.
CUMMINS, TAIT
WMT, Cedar Rapids, Iowa
CUMMINS, JACK
Football Scores
Pigskin Predictions
WPDQ, Jacksonville, Fla.
CUMMISKEY, JOE
MBS—Inside Of Sports
CUNNINGHAM, R. S.
Sports general
KSVP, Artesia, N. Mex.
CUSHING, KERBY
WHDH, Boston, Mass.

— D —

DANIEL, DAN
Sports Journal
WHOO, Orlando, Fla.
D'ACCARDO, GENE
Sports Events
KTRB, Modesto, Calif.
DAGG, BILL
Sports Spotlight etc.
KBOW, Butte, Mont.
DAIN, ROLAND
Play x play remotes
KWLC, Decorah, Iowa
DALE, HAROLD
Sports In Review
WABZ, Albemarle, N. C.
DANIEL, LARK O.
Sports Summary
KONO, San Antonio, Tex.

STEVE ELLIS

BASEBALL
PLAY-BY-PLAY
NEW YORK GIANTS
for
CHESTERFIELD CIGARETTES
Via NBC TELE
BOXING
WJZ - WHN
For GILLETTE
FOOTBALL
COLLEGE
WMCA
NEW YORK GIANTS
SPORTS RESUME 6:45 to 7:00 P.M.
Monday thru Saturday
SPORTS DIRECTOR — Station WMCA



MEL ALLEN

DANIELSON, PAUL
KWIL, Albany, Ore.
DAPLETTE, DOUG
KREO, Indio, Calif.
DARIAN, FRANK
Operator
SRDU, Dinuba, Calif.
DAVIS, BILLIE
Spotlight on Sports
WAYX, Waycross, Ga.
DAVIS, CHAS. J.
Sports Review & Football Predictions
WWNC, Asheville, N. C.
DAVIS, GEOFF
Geoff Davis
WINS, New York, N. Y.
DAWSON, BUD
Sports Director
WQUA, Moline, Ill.
DAWSON, LYNN
Sports Review
WGNH, Gadsden, Ala.
DEALY, JACK
Head of Local News Dept.
WKRM, Columbia, Tenn.
DEAN, BILL
Sportlight on Sports
KBIX, Muskogee, Okla.
DeCAMP, JOHN
Sportsman
WBAA, West Lafayette, Ind.
DECKER, TOM
Sports Journal
WFBL, Syracuse, N. Y.
DECKER, VIC
Clean Sports for Good Sports
WCMW, Canton, Ohio
de FOREST, ED
Ed de Forest's Inside of Sports
KRUX, Phoenix & Glendale, Arizona
DELANEY, BOB
Alfar Sports Review
WJNO, West Palm Beach, Fla.
DENGLER, BOB
Headpin Headlines
KSYL, Alexandria, La.
DENISON, SPENCER
Sportscast
WHLS, Port Huron, Mich.
DENNIS, DINTY
Sports Dugout
WKAT, Miami Beach, Fla.
DENTON, GLENN
Tip-Off on Sports
KRJF, Miles City, Mont.
DEPPE, DAVE
WWNS, Statesboro, Ga.
DESILET, LeROY
Sports Quips
KRLC, Lewiston, Idaho
DESMOND, CONNIE
WHN, New York, N. Y.
DESMOND, FRANK
Sports Reporter
KSEO, Durant, Okla.
DETTER, BUD
Sporting Events
KWBW, Hutchinson, Kans.
DeVICTOR, MARTY
Play-by-play
WBNS, Columbus, Ohio
DeYOANNES, A. M.
Play by Plays
WHLB, Virginia, Minn.
DIHLMANN, HANK
Sports Editor
Parade of Sports
KROS, Clinton, Iowa.
DIEHL, BILL
Sports Parade
WGH, Newport News, Va.
DI LEO, LEW
WGAT, Utica, N. Y.
DILLON, LENNY
Sports Review
WWBZ, Vineland, N. J.
DIMMERLING, WM.
Play-by-Play
WPAM, Pottsville, Pa.
DIXON, RANDY
Toast To Sports
WTEL, Philadelphia, Pa.
DOGGETT, JERRY
Baseball-Football
WRR, Dallas, Tex.
DOMINA, CHAPPY
WKNE, Keene, N. H.
DONAHOO, DEL
Sports Director
KBIZ, Ottumwa, Iowa
DOPP, CLAY
Play-by-Play
WKBK, Detroit, Mich.
DOUGHERTY, WILL
Sports Page
WJIM, Lansing, Mich.
DOUGLAS, HAROLD
Sports Page of the Air
KFRU, Columbia, Mo.
DOUGLAS, STEVE
WRC, Washington, D. C.
DOUGLASS, WIN
Sports Spotlight
WCMA, Corinth, Miss.
DOWTY, BYRON
Football Finals
WDSO, New Orleans, La.
DOWTY, KENNETH M.
World of Sports
KWCJ, Natchitoches, La.
DOYLE, DICK
Sports Parade
WHBQ, Memphis, Tenn.
DRILLING, JOE C. JR.
Sports Parade
Play by Play
KCOK, Tulare, Calif.
DUCKETT, CARL E.
Sports Parade
WBOB, Galax, Va.
DUDLEY, JIMMY
Shell Digest
Sports Page
WJW, Cleveland, Ohio
DUFFY, BOB
Sportsfolio
WLNH, Laconia, N. H.
DUGGAN, TOM
Sports World
KEEN, San Jose, Calif.
DUMAS, ROLAND
Sport Highlights
WMAS, Springfield, Mass.
DUNBAR, STU
Sports Round-up
KTOP, Topeka, Kans.
DUNCAN, CARL
KYUM, Yuma, Ariz.
DUNHAM, GLEN
KROP, Brawley, Calif.
DUNPHY, DON
WHN, New York, N. Y.; Cavalcade of Sports (ABC); Don Runphy Show.
DYER, BILL
Sports Special
WITH, Baltimore, Md.
DYER, HAROLD F.
Sports Journal
WCSH, Portland, Me.

— E —

EAKINS, PHIL
Sports Broadcast
KSIL, Silver City, New Mex.
EDWARDS, CHARLES D.
Highlights of Sports
WBBZ, Ponca City, Okla.
EGAN, LEO
WHDH, Boston, Mass.
ELDER, DON
Final Sports
WMAQ, Chicago, Ill.
ELKINS, FRANK
WHN, New York, N. Y.
ELLIOTT, DOYCE
Tonites Sports Review
KXOX, Sweetwater, Tex.
ELLIOT, "WIN"
ELLIS, PHIL
WPTF, Raleigh, N. C.
ELLIS, STEVE
WHN, New York, N. Y.
WMCA, New York, N. Y.
ELLIS, WALT
Sports Roundup
WLBH, Mattoon, Ill.
ELSNER, HAL
Major & Minor Sports
WWRL, Woodside, N. Y.
ELSON, BOB
WJJD, Chicago, Ill.
EMBURY, ALLEN
Sportscast
Play-by-Play
WOSH, Oshkosh, Wisc.
EMMERICH, LEE
Tops in Sports
WKOX, Framingham, Mass.
ENGLISH, TOM
Tom English Sports Review
WRLC, Toccoa, Ga.
ENROTH, DICK
WLOL, Minneapolis, Minn.
ERWIN, TOMMY
Sports Highlights
KVLF, Alpine, Tex.
ESSICK, LOU
Sports Review
WGNI, Wilmington, N. C.
EUBANKS, BLAIR
Coca Cola Sports Revue
WTAR, Norfolk, Va.
EUGENE, LES
KTFS, Texarkana, Texas
EVANS, JONES
Football (Atlantic)
WSCR, Scranton, Pa.
EVANS, ROBERT B.
Sports Roundup
WSPD, Toledo, Ohio
EVANS, W. T. J.
Top of the Sports
WBAX, Wilkes-Barre, Pa.

— F —

FADLCONER, J. B.
Sports Page
WLAP, Lexington, Ky.
FAGAN, FRANK
Sports Parade
WGTC, Greenville, N. C.
FAIR, JIM
Play by Play
WLEE, Richmond, Va.
FALKENSTIEN, MAX
Sports Roundup
WREN, Topeka, Kans.
FALKENSTEIN, MAX
WREN, Topeka, Kans.
FALLON, FRANK
WMEX, Boston, Mass.
FARBER, LOU
Speaking of Sports
WHIM, Providence, R. I.
FARMER, JIM
Jim Farmer's Sportscast
WKBV, Richmond, Ind.
FARRELL, MAURY
Speaking of Sports
Sports Headlines
WAPI, Birmingham, Ala.
FARRINGTON, FRANK
Sports
KFAM, St. Cloud, Minn.

FARRIS, JOE
Today's Luck in Sports
WGKV, Charleston, W. Va.
FAY, JOE
Joe Fay's Sportslants
WPRO, Providence, R. I.
FAZZIN, ART
Sports Spotlight
WDUK, Durham, N. C.
FELTON, DON
WHLD, Niagara Falls, N. Y.
FENNO, RALPH
Spotlight on Sports
WKXL, Concord, New Hampshire
FENTON, EDDIE
All Sports Special
WCBM, Baltimore, Md.
FERGUSON, A. B.
Sports Desk
WBOW, Terre Haute, Ind.
FERGUSON, BERT
Sports Announcer
WDIA, Memphis, Tenn.
FERGUSON, JOHN
Football Games
WJBO, Baton Rouge, La.
FERGUSON, MAURY
Football Idiot
Radio Town Mirror Sportspage
KIXL, Dallas, Tex.
FIELD, BILL
(all Football & Sports)
KBWD, Brownwood, Tex.
FIELD, BOB
Hockey
KMO, Tacoma, Wash.
FIELD, BRYAN
MBS
FIELDER, JOHN
Play-by-Play
WHBT, Harriman, Tenn.
FINCH, HOWARD K.
Football Broadcaster
WJIM, Lansing, Mich.
FINNEGAN, BOB
Ass't Sports Dir.
WRBL, Columbus, Ga.
FINNERTY, HUGH
Time out for Sports
KCRC, Enid, Okla.
FISHELL, DICK
Sports reporter
KFWB, Hollywood, Calif.
FISHER, "HANK"
Sports Review
WLW, Cincinnati, Ohio
FITZPATRICK, JACK
KFEL, Sportscast
KFEL, Denver, Colo.
FLEISHMAN, SOL J.
Thrills for Sportsmen
WDAE, Tampa, Fla.
FLEMING, JACK
Sports Final
WAJR, Morgantown, W. Va.
FLEUGEL, CRES
Sportograph
WWXL, Peoria, Ill.
FLYNN, FAHEY
WBBM, Chicago, Ill.
FLYNN, ROBERT
Sports Final
WBBC, Flint, Mich.
FOSTER, BUD
Sports News
KROW, Oakland, Calif.
FOUTS, BOB
Bob Fouts' Sports
KYA, San Francisco, Calif.
FRANKLIN, ORVIN
Sports Headlines
KRRV, Sherman-Denison, Tex.
FRAZIER, HAL
Sports Parade
WMVA, Martinsville, Va.

FREED, ALAN
WAKR, Akron, Ohio
FRENCH, JACK
The 10:20 Sports Club
KILO, Grand Forks, N. D.
FRENKLE, MILT
Athletic Events
WTAW, College Station, Tex.
FRISCH, FRANKIE
WMCA—Giant Baseball
FROST, BILL
KGFN, Grass Valley, Calif.
FULTON, BOB
Sports with Bob Fulton
KXLR, North Little Rock, Ark.

— G —

GADZIOLA, JOE
Sports Director
WSID, Baltimore, Md.
GALLAHER, EDDIE
WTOP, Washington, D. C.
GANNON, MIKE
Sports Final
WIS, Columbia, S. C.
GARDNER, DON
WKBN, Youngstown, Ohio
GARROD, GEORGE
Sports Around Town
WWRL, Woodside, N. Y.
GARY, KAYS
The Sportsman
WOHS, Shelby, N. C.
GATES, HILLIARD
Gateway to Sports
WKJG, Fort Wayne, Ind.
GEORGE LEE
Sports Spotlight
KWTO, Springfield, Mo.
GEORGE, STEVE
Strictly Sports
KCRA, Sacramento, Calif.
GIANARIS, HARRY
Sportspage of the Air
WHAN, Charleston, S. C.
GIBBONS, JIM
Arrow Sports Review
WMAL, Washington, D. C.
GIBBS, ROWLAND
KWKW, Pasadena, Calif.
GILLESPIE, EARL
WJPG, Green Bay, Wisc.
GISMONDI, JAMES
Sportlights
WMBS, Uniontown, Pa.
GLENN, JAMES F.
Sports Review
KDRO, Sedalia, Mo.
GLICKMAN, MARTY
WHN, New York, N. Y.
GOBEN, BOB
Sports Scrapbook
WSOY, Decatur, Ill.
GOBER, JIM
Sports
KNOW, Austin, Tex.
GODON, RICHARD
Sports Slants
KHQ, Spokane, Wash.
GODWIN, AL W.
Spotlight on Sports
WNDR, Syracuse, N. Y.
GOETZ, JACK
Sports on Parade
KRPL, Moscow, Idaho
GOLLIDAY, C. LESLIE
Sports Special
WEPM, Martinsburg, W. Va.
GOODDING, KEN
Reports from the World of Sports
KVAK, Atchison, Kan.
GOODIN, LLOYD A.
7:30 AM Final

KENT, Shreveport, La.
GOODRICH, BILL
Let's Look at Sports
WRBC, Jackson, Miss.
GOODWIN, CARL S.
WCHV, Charlottesville, Va.
GORDON, LARRY
Let's Talk Sports
KAVR, Havre, Mont.
GORDON, RED
Play-by-play of various sporting events
KELD, El Dorado, Ark.
GORHAM, BUD
Football announcer
KLIZ, Brainerd, Minn.
GOTTLIEB, RICHARD
The Sportsman
WTAW, College Station, Tex.
GOWDY, CURT
Sports by Gowdy
KOMA, Oklahoma City, Okla.
GRAMER, BILL
KUSN, San Diego, Calif.
GRANT, PHIL
World of Sports
WJXN, Jackson, Miss.
GRANT, WAYNE
Today in Sports
KOVC, Valley City, N. Dak.
GRATZ, GENE
Sports Parade
WELO, Tupelo, Miss.
GRAVENMIER, HARRY
Sports Spotlight
KFFA, Helena, Ark.
GRAYSON, BOBBY
Bobby Grayson, Sports
KGW, Portland, Ore.
GREEN, HOWARD
Sportspage
KRBC, Abilene, Tex.
GREENSPAN, BUD
WHN, New York, N. Y.
GREGORY, JIMMY
The Sports Mike
WHBS, Huntsville, Ala.
GRESHAM, TOM
Sports Roundup
KLOU, Lake Charles, La.
GRIENER, FRED
Sports Final
KWSC, Pullman, Wash.
GRIFFITHS, BILL
WADC, Akron, Ohio
GRIFFITHS, DAVE
Sportsreel of the Air
WARM, Scranton, Pa.
GROSS, HERMAN
The Sportsman
WKTM, Mayfield, Ky.
GUERTLER, AL
Sports Round-up
WPAM, Pottsville, Pa.
GUINAN, JACK
Reports on Sports
WJTN, Jamestown, N. Y.
GUNDAKER, ED
Spotlight On Sports
WHP, Harrisburg, Pa.
GUYMAN, BILL
Football Warmup
KSFO, San Francisco, Calif.

— H —

HAAS, CLARE
Sports Spotlight
WMAN, Mansfield, Ohio
HADLEY, DOUG
Parade of Sports
WJPF, Herrin, Ill.
HADLEY, IRVING "Bump"
Sports
WBZ-WBZA, Boston, Mass.
HAGERMAN, JOE
KRJM, Santa Maria, Calif.

HAGGERTY, LARRY
Football Games
KPRL, Paso Robles, Calif.
HALE, BILL
Local Baseball Games
Local Football Games
Sports Round-Up
WBEJ, Elizabethton-Johnson City, Tenn.
HALE, MARION
Marion Hale
WHBQ, Memphis, Tenn.
HALL, BILL
World of Sports
WFRC, Reidsville, N. C.
HALL, HALSEY
Time out for Sports
WCCO, Minneapolis, Minn.
HALLECK, MARK
Director Sports
WLEX, Lexington, Ky.
HALLOCK, WILES
The Sportsman
Sports Time
WNAE, Warren, Pa.
HALPERN, BILL
Sports Merry-Go-Round
WLBR, Lebanon, Pa.
HAMPTON, RAY
News & Sports
WHBF, Rock Island, Ill.
HANDLEY, LEE
Sports Director
WMCK, McKeesport, Pa.
HANSEN, CARROLL
Looking 'Em Over
KQW, San Jose, Calif.
HANSEN, DON
Bobcat Prevue
Tornadoes on Parade
WLAU, Laurel, Mississippi
HANSEN, ED
World of Sports
WDLB, Marshfield, Wisc.
HAPGOOD, ART
Sportlight
KPRL, Paso Robles, Calif.
HARMON, TOMMY
NBC—Jimmy Durante Show
HARPER, EARL
Play by Play games
WFRP, Savannah, Ga.
HARDING, JIM
Sports News of the Day
WTBC, Tuscaloosa, Ala.
HARRELL, BILL
News & Sports
KVOP, Plainview, Tex.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRINGTON, JOHN
5:30 PM Sportscast
KTAR, Phoenix, Arizona
HARRIS, JACK
Berghoff Sports Reporter
WSAP, Portsmouth, Va.
HARRIS, ROBERT
Sports Special
WAOV, Vincennes, Indiana
HARRIS, WALTER
Football Roundup
KFRC, San Francisco, Calif.
HARRISON, BOB
WHNC, Sports Parade
WHNC, Henderson, N. C.
HARRISON, JACK
Sportlites
WLAV, Grand Rapids, Mich.
HARVEY, HENRY
Along the Sports Trail
KFBI, Wichita, Kans.
HARVILLE, CHARLIE E.
Sports Director
WGBR, Goldsboro, N. C.
HARWELL, DICK
Spot Sports
KRGV, Weslaco, Tex.
HARWELL, ERNIE
WBGE, Atlanta, Ga.
HARWELL, ERNIE
Sports Show
WGST, Ga. Tech Station, Atlanta, Ga.
HASEL, JOE
ABC
HASSSETT, BUZZ
Sports Editor
KCRG, Cedar Rapids, Iowa
HATCH, JACK
Sportlite
KVNI, Coeur d'Alene, Idaho
HAWKINS, JACK
KIUN, Pecox, Texas
HAYS, JIM
Puntformation Please
KVOA, Tucson, Arizona
HEAD, IVAN R.
Football Games
KVSF, Santa Fe, N. M.
HEALY, CHUCK
Sportscope
WGNY, Newburgh, N. Y.
HEARN, CHICK
Football games
WMRO, Aurora, Ill.
HEATH, HAROLD
WOC, Davenport, Ia.
HEATH, MICKEY
Brewer Baseball
WEMP, Milwaukee, Wis.
HACK, TED
WGPA, Bethlehem, Pa.
HEDRICK, LEE
KXYZ, Houston, Tex.
HEILBRONER, LEWIS
Sports Parade
WCPS, Tarboro, N. C.
HEMENWAY, STANLEY, D.
KPAB, Laredo, Tex.
HENRIKSON, LES
WCON, Atlanta, Ga.
HERON, FRANK
Baseball games
KWJJ, Portland, Ore.
HERRETT, ARTHUR
WMFG, Hibbing, Minn.
HEWEY, IRA I.
Spotlighting the Sport-lite
WHAI, Greenfield, Mass.
HICKS, FRANK
Hicks Predicts
KYSM, Mankato, Minn.
HILL BILL
KGDM, Stockton, Calif.
HILL, DON
Sports
WAVE, Louisville, Ky.
HILL, JERRY
Sports Table
KDYL, Salt Lake City, Utah
HILL, JOE
Gridiron Flashes
WAPO, Chattanooga, Tenn.
HIRSCH, ELROY
Sports Round Up
WKOW, Madison, Wisc.
HITCHCOCK, JACK
Spotlight on Sports
KCOL, Fort Collins, Colo.
HITCHCOCK, LARRY
Sports Parade
WMAM, Marinette, Wisc.
HOLDEN, KENNETH F.
Speaking of Sports
KBKR, Baker, Ore.
HOLLERON, BOB
Sportscaster
KTSA, San Antonio, Tex.
HOLMES, ED
Cheerful Earful
WSLI, Jackson, Miss.
HODGES, RUSS
WINS, Yankee Baseball
HOLSTEN, ARCH
Sports Parade
WRON, Ronceverte, W. Va.
HOMAN, MARVIN
Sports Announcer
WOSU, Columbus, Ohio
HOOKER, KEN
Sports Roundup
KTYL, Mesa, Ariz.
HOOPER, JACK
Sports Observer
WHGB, Harrisburg, Pa.
HOOVER, DON
KIUP, Durango, Colo.
HOOVER, DON
WJMS, Ironwood, Mich.
HORNER, JACK
KSTP, St. Paul, Minneapolis, Minn.
HORNING, DUTCH
Hornin' In on Sports
KSIB, Creston, Iowa
HOUGH, HAL
KOME, Tulsa, Okla.
HOUSE, BOB
Sports in Review
KWSL, Lake Charles, La.
HOUSTON, HAROLD
Sport Spotlight
KBLF, Red Bluff, Calif.
HOWARD, JOHN
WHJB, Greensburg, Pa.
HOWARD, TONY
Tony Howard's Sports
WPIK, Alexandria, Va.
HOYT, WAITE
Baseball and Sports Reviews (Play by Play)
WCPO, Cincinnati, Ohio
HUDSON, HARVEY
Spotlite on Football
WLEE, Richmond, Va.
HUMISTON, HOD
Sport News of the Day—all sport play by play
KWHK, Hutchinson, Kans.
HUNDLEY, EARL
Sports Editor
WLPM, Suffolk, Va.
HUNTER, HARRY
The Sportsman
WMVG, Milledgeville, Ga.
HUNTER, RIG
Sports Roundup
KHUB, Watsonville, Calif.

HUSING, TED
Ted Husing Bandstand, WHN; Sports NBC, CBS, ABC.

HUSSEY, TOM
WHDH, Boston, Mass.
HUTTON, E. M.
Results With Tiny
WHYU, Newport News, Va.

— I —

IRVING, CAMPBELL
Pipetime
WGPC, Albany, Ga.

— J —

JACKSON, BILL
Speaking of Sports
WDSC, Dillon, S. C.
JAEGER, JOE
Sports Final
KWSC, Pullman, Wash.

JAMES, DENNIS
Announcer, Emcee, Sportscaster, b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B.S.; Bob Hawk Show (CBS); Can You Top This?; Song of the Stranger; Lawyer Q; Television — Cash & Carry; Sportscaster (Boxing, Wrestling).

JARVIS, BILL
Today in the World of Sports
KVGB, Great Bend, Kans.
JASON, PHILIP R.
Scoreboard
WTAG, Worcester, Mass
JAY, BILL
Sports
WNOX, Knoxville, Tenn.
JOHNSON, HERB
BC Sports Review
WMAZ, Macon, Ga.
JOHNSON, MONK
Sports on Parade
KUSD, Vermillion, S. Dak.
JOHNSON, PAUL
Sports News and Views
WTAG, Worcester, Mass.
JOHNSON, ROLLIE
Sports Review
WTCN, Minneapolis, Minn.
JOLLEY, LeROY
Sports Slants
KWIL, Albany, Ore.
JONES, JOHN G.
KLBM, LaGrande, Ore.
JONES, ROBERT L.
Sports Highlights
WSPR, Springfield, Mass.
JONES, TOM
Tom Jones Predicts
WRFS, Alexander City, Ala.
JONTRY, "SPEC"
Football Scoreboard
WJBC, Bloomington, Ill.
JORDAN, TINY JOE
Sports Editor
WKMO, Kokomo, Indiana
JORGENSEN, ROY L.
KYUM, Yuma, Ariz.

— K —

KABER, RUSSELL V.
Sports Headlines
KABR, Aberdeen, S. Dak.
KALBER, FLOYD
KGFW, Kearney, Nebr.
KALLAY, ED
Latest in Sports
WINN, Louisville, Ky.
KANE, JACK
Today's Sports
WHEB, Portsmouth, N. H.
KEATING, WILLIAM
Sports Revue
WHYN, Holyoke, Mass.
KEENE, BILL
Time out for Sports
KBOL, Boulder, Colo.
KEEP, BARNERY
Keeping Up With Sports
KEX, Portland, Ore.
KEHL, TONY
The World of Sports
KOLT, Scottsbluff, Nebr.
KEITER, LES
Sports Roundup
KELA, Centralia & Chehalis, Washington
KEITH, DON
Public Relations Director
KUJ, Walla Walla, Wash.
KELLER, ROD
Rod and Reel Club
KSIG, Crowley, La.
KELLEY, BILL
Sports Edition
KFDA, Amarillo, Tex.
KELLEY, BOB
Parade of Sports
KMPC, Los Angeles, Calif.
KELLY, GENE
WIBC, Indianapolis, Ind.
KELLY, RUSH
World In Sports
KWBC, Fort Worth, Tex.
KENNARD, STEWART
WFBR, Baltimore, Md.
KENNEDY, KEVIN
Sports Panel
WNYC, New York, N. Y.
KENNEY, PAUL
Sports Highlights
WMOA, Marietta, Ohio
KENT, CARL
Sports Roundup
KTAR, Phoenix, Arizona
KEOWN, JOE
Sport Hilights
WPHP, Huntsville, Ala.
KERNS, JERRY
Football Preview
WMOX, Meridian, Miss.
KETNER, WILL
Sports Roundup
WFBG, Altoona, Pa.
KILLIAN, JIM
Football (Atlantic)
WSCR, Scranton, Pa.
KEYES, HUGH
Sports Round Up
KSUN, Bisbee, Ariz.
KINCAID, FRED
Football, Hockey, Basketball
WRR, Dallas, Tex.
KINDER, DICK
Sports Director
WKDK, Newberry, S. C.
KING, ARTHUR
Art King Sports Show
WEEI, Boston, Mass.
KING, BILL
Sports Roundup
WSIV, Pekin, Ill.
KING, ED
KGEN, Grass Valley, Calif.
KING, WALLY
Sports of the Day
WATR, Waterbury, Conn.
KINSER, JOE
Clocking Wor'd of Sports
KTKC, Visalia, Calif.
KIRBY, BILL
Tips from the Gridiron
WDSM, Superior, Wisc.
KIRBY, DOROTHY
Sports Show
WGST, Ga. Tech Station, Atlanta, Ga.
KIRBY, JERRY
Sport Flash
WKBB, Dubuque, Iowa
KIRBY, LEE
Sports Spotlight
WBT, Charlotte, N. C.
KLEY, HERB
WHBL, Sheboygan, Wisc.
KOFSKY, MICHAEL
Sportscast
KVOR, Colorado Springs, Colo.
KORCH, FRANK
WGN, Chicago, Ill.
KORZELIUS, GENE
WBNY, Buffalo, N. Y.
KOSCHMANN, MARTIN
Sports Editor
KXLE, Ellensburg, Wash.
KRAUSE, ED
Krause Talks Basketball
WHOT, South Bend, Ind.
KROEN, ED
WKPA, New Kensington, Pa.
KROUGH, BILL
WCNC, Elizabeth City, N. C.
KURTZ, PAUL
District Sports
WPIT, Pittsburgh, Pa.

— L —

LACHINMEIER, RUDY
Sports Director
KXL, Portland, Ore.
LACKEY, DUTCH
Sportscast
WHOP, Hopkinsville, Ky.
LaFRANCHISE, CHAS.
KALE, Portland, Ore.
LANDMAN, LOU
Sports Roundup
WHA, Madison, Wis.
LANE, BILL
WCYB, Bristol, Va.-Tenn.
LANHAM, GEORGE
KIOX, Bay City, Tex.
LARAMORE, JIM
KIUP, Durango, Colorado
LASSEN, LEO
Signal Sports
KRSC, Seattle, Wash.
LAUX, FRANCE
Ill-Mo Hunt & Fish Club
KXOK, St. Louis, Mo.
LAWERANCE, JOHN
Local Sports Reel
WMFF, Plattsburg, N. Y.
LAWRENCE, TEDD
LAZ, BILL
Football games
WMRO, Aurora, Ill.
LEACH, ED
Sports Roundup
WEWO, Laurinburg, N. C.
LEBOW, GUY
WHN, New York, N. Y.
LEE, BERT
WHN, New York, N. Y.
LEDEBUHR, AL
Today in Sports
KFUO, St. Louis, Mo.
LEE, BOB
Sports Review
Football
KVER, Albuquerque, N. M.
LEE FRANK
Sports Spotlight
WMMN, Fairmont, W. Va.
LEE, JACK
Play-by-Play
WGBR, Goldsboro, N. C.
LEE, WILLIAM P.
WLAK, Lakeland, Fla.
LEE, ZEB
Sports Parade
WSKY, Asheville, N. C.
LEIBMAN, NED
In the World of Sports
KYJC, Medford, Ore.
LENNON, PAUL
Sports Review (also play-by-play on football & basketball)
WSUA, Bloomington, Indiana
LENOX, JOHN JR.
KHBG, Okmulgee, Okla.
LEONARD, LEE
WFMJ, Youngstown, Ohio
LePAGE, JEAN
Sports Review
WMSA, Massena, N. Y.
LESTER, TOM
Sports Roundup
WESX, Salem, Mass.
LEWIS, ARNOLD
From the Grandstand
WJOR, Bangor, Maine
LEWIS, ED
Nightcap of Sports
KRDO, Colorado Springs, Colo.
LIBBY, EDWARD F.
Sports
WKEY, Covington, Va.
LIEBBE, "SPIKE"
Muscatine Sports Reviewer
KWPC, Muscatine, Iowa
LIPEZ, HARRIS
WPBZ, Lock Haven, Pa.
LIVINGSTON, SAM
Down Sports Avenue
WKYB, Paducash, Ky.

LITCHMAN, ART
Sports Copy
KUGN, Eugene, Ore.
LLOYD, VINCE
(Sports Director)
WMBD, Peoria, Ill.
LOCHMAN, WALT
(Sports Director)
KCMO, Kansas City, Mo.
LOCKE, ROBERT C.
Sports Roundup
WRRN, Warren, Ohio
LOFTFIELD, KIETH
Sports Round-up
KOPO, Tucson, Arizona
LOMAX, STAN
Stan Lomax-Sports; WOR, WHN, New York, N. Y.
LONGE, JAMES
Sporting Extra
KWG, Stockton, Calif.
LOUDEN, VERN
Sports Interviews
KROW, Oakland, Calif.
LOWE, WALTER
Sports Lowdown, Sighting In With Walt Lowe
KGEM, Boise, Idaho
LOWELL, STAN
KOB Sportlight
KOB, Albuquerque, New Mex.
LOWERY, BILL
Local Baseball Games, Local Football Games, Sports Round-up
WGRV, Greenville, Tenn.
LUNDQUIST, ELDON
WTRC, Elkhart, Ind.
LUCAS, MARTIN
Sports Round-up
KWBU, Corpus Christi, Tex.
LYNN, MAC
Brewer's Rox Scores
WLAY, Muscle Shoals, Ala.

— M —

MACKENZIE, JOCK
Sports Parade
WMOU, Berlin, N. H.
MacLEAN, JOHN
Sports Whirl
WROM, Rome, Ga.
MacNEIL, JIM
Jim MacNeil on Sports
WTSB, Lumberton, N. C.
MacRAE, JOHNNY
Highlights on Sports
WABI, Bangor, Me.
McCALL, L. C.
World of Sports
WWPF, Palatka, Fla.
McCANDLESS, PAUL
Sports Parade
WDAD, Indiana, Pa.
McCANN, BOB
Sportsreel
KMBY, Billings, Mont.
McCARTHY, DICK
In the Grandstand
WKNY, Kingston, N. Y.
McCARTHY, JIM
On the Sports Scene
WBRE, Wilkes Barre, Pa.
McCORMACK, JIMMIE
WHAR, Clarksburg, W. Va.
McCRACKEN, JARRELL
May's Sports Cast
KGNO, Dodge City, Kans.
McDONALD, ARCH
WTOP, Washington, D. C.
McDULIN, BILL
Today in Sports
WMOH, Hamilton, Ohio
McGINNIS, PAT
Sports Special
WLIZ, Brainerd, Minn.

McGONEGLE, JOE
Sports Roundup
WHIS, Bluefield, W. Va.
McGRATH, ED
Duke's Sport Show, Pigskin Highlights
WSPA, Spartanburg, S. C.
McGRATH, NED
Sports Page
WHDL, Olean, N. Y.
McGUIRE, RAY
Sports 5:30 P. M.
WNOE, New Orleans, La.
McHALE, Billy
WPKA, Chester, Pa.
McINTIRE, J. CHAS.
WMBH, Joplin, Mo.
McKEE, BURTT, JR.
WAPI, Birmingham, Ala.
McKECHNIE, JAMES
Leaders in Sports
WENE, Endicott, N. Y.
McKINNON, BILL
Sports Digest
WBNS, Columbus, Ohio
McKINNON, BOB
Sports Round-up
WRFS, Alexander City, Ala.
McLENDON, GORDON
(Managing Director)
KNET, Palestine, Tex.
McLESKEY, JOE
Spotlight on Sports
WMAP, Monroe, N. C.
McLINN, STONEY
Sport Shots
WIP, Philadelphia, Pa.
McNALLY, RAY
KANS, Wichita, Kans.
McNAMARA, LARRY
Sports Round-up
WNHC, New Haven, Conn.
MACK, JOHNNY
Sports Summary
WMID, Atlantic City, N. J.
MAIERHOFER, LOU
Sports Announcer
WRTA, Altoona, Pa.
MANN, STU
In the Bleachers
WLOL, Minneapolis, Minn.
MANNING, TOM
Sports
WTAM, Cleveland, Ohio.
MANSFIELD, BOB
WGOV, Valdosta, Ga.
MARGET, MANNY
Sports Shorts
KVOX, Moorhead, Minn.
MARKS, GARNETT
KGFN, Grass Valley, Calif.
MARSHALL, R. E.
Time out for Sports
WPAY, Portsmouth, Ohio
MARSHALL, R. H.
In the Sportlite
WORZ, Orlando, Fla.
MARTIN, ALLYN
Good Morning Sports
WLIZ, Bridgeport, Conn.
MARTIN, BOB
Sports Editor
WPOR, Portland, Maine.
MARTIN, AL
WHHM, Memphis, Tenn.
MARTIN, DICK
Sports Parade
WCMI, Ashland, Ky.
MARTIN, GLEN
KLP, Denver, Colo.
MARTIN, JACK
Sports Spotlite
WOPI, Bristol, Tenn.
MARTIN, TINY
Highlights in Sports
WFNC, Fayetteville, N. C.

MARVIN, BILL
Play by Play
KSON, San Diego, Calif.
MASON, LUTHER
WHA, Madison, Wisc.
MASSE, AL
Sports Scope
WBTA, Batavia, N. Y.
MASON, FRANK
Sports Round-up
WSLB, Ogdensburg, N. Y.
MATTHEWS, TOM
WFLA, Tampa, Fla.
MAXWELL, BOB
Sports Revue
WKNX, Saginaw, Mich.
MAXWELL, JOCKO
WWRL Sports Club
WWRL, Woodside, N. Y.
MAYER, JACK
Football Prophet
WALB, Albany, Ga.
MAYNARD, BILL
Sports Round-up
KTTS, Springfield, Mo.
MENTON, BILL
Sports on Toast
WKRG, Mobile, Ala.
MERRIMAN, DON
Sports Jamboree
WHDL, Olean, N. Y.
MESKILL, BOB
(Sports Director)
Sports Special
WBBQ, Augusta, Ga.
MEYER, A. J.
All Sports
KPOW, Powell, Wyoming
MILLER, DON
Sports Director
WTOL, Toledo, Ohio
MILLER, DICK
KDWT, Stamford, Texas
MILLER, FRED
WBGE, Atlanta, Ga.
MILLER, HARVEY
Sportscaster
WJSW, Altoona, Pa.
MILLER, JACK
WGY Sports Record
WGY, Schenectady, N. Y.
MILLER, LINWOOD
Sportscast
WSAR, Fall River, Mass.
MILLS, GLENN
Sports in Review
KRAL, Rawlings, Wyoming
MILLS, PELHAM, JR.
Mills Views Sports
KPLC, Lake Charles, La.
MILLS, RUSS
Sports
WFOM, Marietta, Ga.
MILNE, JAMES
Play by Play of Basketball, Hockey, Football
WNHC, New Haven, Conn.
MILWARD, ART
The Sports Special
WMIX, Mt. Vernon, Ill.
MITCHELL, HAROLD (RED)
Seeing Red with Mitchell
KSIG, Crowley, La.
MITCHELL, J. W.
Sports Page
WCVS, Springfield, Ill.
MITCHELL, PAUL
Football Color & Baseball
KSYL, Alexanderia, La.
MOLEN, SAM
KMBC, Kansas City, Mo.
MOONEY, GEORGE
Sports Director KWEM, and Razorback Network
KWEM, West Memphis, Ark.

MOORE, BERI
Football Games, Basketball Games, Baseball Games
WCTA, Andalusia, Ala.
MOORE, BILL
WPLH, Huntington, W. Va.
MOORHEAD, TOM
Tom Moorhead
WFIL, Philadelphia, Pa.
MORGAN, DICK
Speaking of Sports
KTUC, Tucson, Arizona
MORGAN, HANK
World of Sports
WFNS, Burlington, N. C.
MORGAN, RAY
Sports, Baseball, Basketball, Baseball, Hockey, College Football
WWDC, Washington, D. C.
MORGAN, ROBERT B.
Sports Round-up
WMBO, Auburn, N. Y.
MORRISON, GARRETT
WLOS Sports
WLOS, Asheville, N. C.
MOSENA, RICHARD
KBUR, Burlington, Iowa.
MUMFORD, ALEX
WCOM, Parkersburg, W. Va.
MURPHY, BILL
KFYR, Bismark, N. Dak.
Reports on Sports
MURRAY, DON
Sports Chat
WAZL, Hazleton, Pa.
MURPHY, ED
WDSR, Lake City, Fla.
MURPHY, WM. B.
Sports Whirl
KBLF, Red Bluff, Calif.
MURRAY, FRANNY
Sporting Page
WIBG, Philadelphia, Pa.
MURRAY, JIM
Sports Director
WWON, Woonsocket, R. I.
MUZZY, JIM
Today's Sports Today, Sports Whirl
WHBC, Canton, Ohio

— N —

NAGLER, AL
Al Nagler Sports
WKBK, Detroit, Mich.
NARZ, JACK
Sports Mirror
KWIK, Burbank, Calif.
NASH, HARRY
WNJR, Newark, N. J.
NATALE, JOE di
Sportstime
KODY, North Platte, Nebr.
NAUMAN, DICK
Football, Sports Resume
WRR, Dallas, Texas
NEAL, BILL
The Sports Final
WJMX, Florence, S. C.
NEAL, DON
Sports Lineup
KFLW, Klamath Falls, Ore.
NEAL, BOB
WGAR, Cleveland, Ohio
NEAL, BOB
Sports Special
WMPS, Memphis, Tenn.
NEALS, WALTER
Sports Final
WGLN, Glens Falls, N. Y.
NEILSON, DAVE
Play by Play Bros.
WENC, Whiteville, N. C.
NELSON, FRED
Sportsreel
KBMY, Billings, Mont.
NELSON, JAMES
Spotting the Sports
KOAC, Corvallis, Ore.
NELSON, JOHNNY
Sports Corner
WESB, Bradford, Pa.
NELSON, LINDSEY
WKGN, Knoxville, Tenn.
NESBITT, DICK
Dick Nesbitt
WKRC, Cincinnati, Ohio
NEW, JIMMY
Cartersville High Games
WBHF, Cartersville, Ga.
NEWKIRK, AL
Speaking of Sports
WICA, Ashtabula, Ohio
NEWKIRK, BILL
Sports Preview
KATL, Houston, Tex.
NEWMAN, ZIPP
WSGN, Birmingham, Ala.
NICHOLSON, JOHN
Sports Special
WTMC, Ocala, Fla.
NICKELS, JACK P.
The Sports Special
KTRC, Santa Fe, N. Mex.
NICKELL, G. E.
Football, Baseball
KUIN, Grants Pass, Ore.
NOBLES. TOM
BC Sports Review, Sports Mirror, Football Prophet
WDOD, Chattanooga, Tenn.
NOLAN, JACK
Wire Grass Sports
WBHB, Fitzgerald, Ga.
NORMAN, JAYE
Sports Camera
WIGM, Medford, Wisc.
NORMAN, NEIL
Sports Review
WIL, St. Louis, Mo.
NORTON, ROBT.
Sports Parade
KVIC, Victoria, Tex.
NORVELL, JAMES
Sports Director
WKAI, Macomb, Ill.
NOYES, CURT
Football Prophet
WESX, Salem, Mass.

— O —

OBERN, GEORGE
KIST Sports-reel
KIST, Santa Barbara, Calif.
O'BRIEN, DON
Sports Director
KIOA, Des Moines, Iowa
O'BRIEN, DON
Sports Page of the Air
WNAX, Yankton, S. Dak.
O'BRIEN, JOE
O'BYRNE, JOE
KYW Hunting & Fishing Club
KYW, Philadelphia, Pa.
O'CONNOR, HENRY
H&L Sportscast
KOCA, Kilgore, Tex.
O'GARE, ROGER
Sports
WBEC, Pittsfield, Mass.
O'HALLORAN, PAT
Game Forecasts
KPQ, Wenatchee, Wash.
OKUN, PAUL
WTTR, Sanford, Fla.
O'NEILL, LOU
Sports Club of the Air
WWRL, Woodside, N. Y.
O'NEAL, MARTY
Local Angle in Sports (and all sports events carried by station)
WMIN, St. Paul, Minn.
ORUM, WILLIAM
Muny & Sports
WEW, St. Louis, Mo.
OWEN, CLIFF
5 Star Sports Final
KOPP, Ogden, Utah
OWENS, MOREY
Sports Review
WROK, Rockford, Ill.

— P —

PAIGE, ERIK
Sports Parade
WWNR, Beckley, W. Va.
PARADY, WILLIAM F.
Sports Highlights
KGLU, Safford, Ariz.
PARKER, KEN
WWOL, Lackawanna, N. Y.
PARKER, VIRGIL
Sports Parade, Gridiron Guesses
KORE, Eugene, Ore.
PARKES, HAL
Sports Sparks
KOLE, Port Arthur, Tex.
PARKS, DARYL E.
WRJN, Racine, Wisc.
PARKS, DEL
Off-Sides
WILM, Wilmington, Del.
PARTON, RED
Sportscoop
WOLF, Syracuse, N. Y.
PASSAGE, GEORGE
Sports Album, Sports Final
WRVA, Richmond, Va.
PATRICK, VAN
WGAR, Cleveland, Ohio
PEARCE, ROY
6:45 Sports
KDMO, Carthage, Mo.
PECK, C. W.
KRUL, Corvallis, Ore.
PENFIELD, ADD
World of Sports
Sports Report
WRNY, Rochester, N. Y.
PENNER, RAY
Sports Parade of the Air
WLOW, Norfolk, Va.
PERICOLA, FRANK
WBSR, Pensacola, Fla.
PERRY, BOB
Highlights
KSIX, Corpus Christi, Tex.
PERRY, KEN
Sjotlight on Sports
KFKA, Greeley, Colo.
PETERS, GEORGE
Play by Play
KVLF, Alpine, Tex.
PETERS, KEN
Play by Play Broadcasts
WTMS, Santa Barbara, Calif.
PETERSON, DON
Sports Review
KBUN, Bemidji, Minn.
PETERSON, EDDIE
Sports Review
KSUB, Cedar City, Utah.
PETERSEN, HARRY
Grainbelt Scoreboard
KOTA, Rapid City, S. Dak.
PETRONELLA, TONY
Sports Spotlight
WRIB, Providence, R. I.
PETTEGREW, C. W.
Football Announcer
WOSU, Columbus, Ohio
PFEIFFER, BOB
WJMS, Ironwood, Mich.
PHELAN, JOHN
Sports Highlights
KTSM, El Paso, Tex.

PHILBIN, BOB
WJOL, Joliet, Ill.
PHILLIPS, GORDON
Football Play by Play, Roanoke Boxing Bouts
WROV, Roanoke, Va.
PIERCE, DON
Adams Sports Parade
WRRF, Washington, D. C.
PIERCE, JOHN
Sports
WTCB, Flint, Mich.
PIERSON, BILL
Sports Corner
WHKK, Akron, Ohio
PIERSON, DICK
The Sportsman
WHSC, Hartsville, S. C.
PLATT, BILL
Bill Platt's Sports
KOCY,, Oklahoma City, Okla.
POINTEL, HANK
Play by Play
WFIG, Sumter, S. C.
POPE, BILL
WGY Sports Record
WGY, Schenectady, N. Y.
PORTER, RAY
Sports Special
KOJM, Havre, Montana
PORTER, WINSLOW
Bell's Sports Headliners
WINC, Winchester, Va.
POUCHER, WAYNE
WCSC, Charleston, S. C.
PRATT, RICK
Sports Review
WELI, New Haven, Conn.
PRESTON, ART
Sport Parade
KTUC, Tucson, Ariz.
PRICE, CLINT
Sizing Up Football
KVSM, San Mateo, Calif.
PRICE, DAN
Sports Round-up
WALB, Albany, Ga.
PRINCE, BOB
Bob Prince Sports
WJAS, Pittsburgh, Pa.
PROVENCE, BOB
Keystone Sports Review
WKNA, Charleston, W. Va.
PROVOST, ERIC
Sports Special
WSPB, Sarasota, Fla.
PRYOR, BILL
Spotlight on Sports
WNBF, Binghamton, N. Y.
PUTER, JACK
Sports Round-up
KFXJ, Grand Junction, Colo.

— Q —

QUIGLEY, E. C.
Ernie Quigley's Sports
WIBW, Topeka, Kans.

— R —

RANGER, JIM
Sports Editor
KVSM, San Mateo, Calif.
RATHE, BOB
Baseball
KFAM, St. Cloud, Minn.
RAYMOND, STAN
Sports Scope
WATL, Atlanta, Ga.
READ, BROOKS
Sports Memories
KPRK, Livingston, Mont.
READON, DAN
Speaking of Sports
WWSC, Glen Falls, N. Y.
REECE, SANFORD
Sports Review
WSBT, South Bend, Ind.
REED, ART
Sports Final
WMON, Montgomery, W. Va.
REED, C. D.
Sports
KNEL, Brady, Tex.
REED, HAROLD
(Sportscaster)
KSFT, Trinidad, Colo.
REEVE, RAY
Sports Parade
WRAL, Raleigh, N. C.
REID, JIM
BC Sports Review
WPTF, Raleigh, N. C.
REID, MICHAEL
Sports Review
KVRS, Rock Springs, Wyo.
REID, RICHARD S.
Previews in Sport, Sports Round-up
WTVL, Waterville, Maine.
REIDY, PAUL
The Sportsman
WFIG, Sumter, S. C.
REILLY, R. EDWARD
Sports Parade
WGAA, Cedartown, Ga.
REILLY, SPEED
Sports Review
KLX, Oakland, Calif.
REINHOLDT, BOB
Play by Play
KWIN, Ashland, Ore.
REITER, FRED
YFLA, Tampa, Fla.
REYNOLDS, LEO
Sports Review
KRBC, Abilene, Tex.
RHEA, LARRY
Sports with Larry Ray
KCKN, Kansas City, Kans.
RHODES, DICK
Sports Edition
WAYB, Waynesboro, Va.
RHODES, HOWARD
Program Director
KUJ, Walla Walla, Wash.
RHONE, PAUL
World of Sports
WMON, Montgomery, W. Va.
RICH, MIKE
Five Star Final
WTRY, Troy, N. Y.
RICH, VANCE
Sports Parade
WENC, Whiteville, N. C.
DICHARDS, ROYCE
Speaking of Sports
WMMT, McMinnville, Tenn.
RIDGE, JACK
Sports Circus
WGAY, Silver Spring, Md.
RISER, JAMES
Sports Parade
WJEJ, Hagerstown, Md.
ROBERT, HENRY
Harry Robert Sports
KYW, Philadelphia, Pa.
ROBERTS, MERLE
Football Games
WBAY, Coral Gables, Fla.
ROBINSON, BOB
Speaking of Sports
WFOR, Hattiesburg, Miss.
ROBINSON, HARRY
Play by Play Sports
KDSJ, Deadwood, S. Dak.
ROBINSON, WAYNE
KVOW, Littlefield, Tex.
ROBISCHON, TOM
Special Events
KXLQ, Bozeman, Mont.
RODSTROM, LLOYD
Sports Round-up
KRKO, Everett, Wash.
ROGERS, RALPH
Sports Director
KSJO, San Jose, Calif.
ROGERS, ROBERT
Sports Whirl
KWTC, Barstow, Calif.
ROMANCE, ED
Sports Parade
WPPA, Pottsville, Pa.
ROSE, HERM
Sport News
WFHG, Bristol, Va.
ROSS, KAL
Sports Extra
WNDR, Syracuse, N. Y.
ROSS, WAYNE
Sports Diary
KTRI, Sioux City, Ia.
ROTHRUM, BILL
Bill Rothrum
WSYR, Syracuse, N. Y.
ROWLAND, W. L., SR.
Along the Sports Trail
WGWC, Selma, Ala. g
ROYALL, PAUL
KSL, Salt Lake City, Utah.
RUE, JIM
Sports Final
KSC, Pullman, Wash.
RUSSELL, DAVE
Southwest Grid Chart
KFDM, Beaumont, Tex.
RUSSELL, EARLE
Ports' Baseball, Pigskin Parade
KXOB, Stockton, Calif.
RYAN, PAT
Football Broadcasts, Pat Ryan, Sports, Spotlight Sports
WKY, Oklahoma City, Okla.

— S —

SADLER, JOHN, JR.
Sports Review, Pigskin Parade, High School Football Games
WIRA, Ft. Pierce, Fla.
SAENGER, JIM
Sports Whirl
KOJM, Havre, Mont.
SAGGAU, TIP
Sports Parade
WOW, Omaha, Nebr.
SAIDT, BUS
Sports Shots
WBUD, Morrisville, Pa.
SAKRY, CLIFF
Football, Basketball
KFAM, St. Cloud, Minn.
SALSBURG, JOE
Baseball Games, Football
WARM, Scranton, Pa.
SANDERS, GERALD
Football Broadcasts
KSEO, Durant, Okla.
SANDER, CHRIS
Sports Review & Sportscast
KOVO, Provo, Utah.
SANDLER, JACK
The Sports Trail
KOWH, Omaha, Nebr.
SANDLER, JACK
Sports Trail
KOAD, Omaha, Nebr.
SANDY, MICHAEL
WIBX Sports
WIBX, Utica, N. Y.
SAUNDERS, ERNIE
Sports Review
KFXJ, Grand Junction, Colo.
SAUNDERS, ERNIE
Sports Page of the Air
WCHS, Charleston, W. Va.

SAVAGE, BOB
Sports News
WTAQ, Green Bay, Wisc.
SAWYER, TOM
Sports Round-up
WDBO, Orlando, Fla.
SCEARCE, BOB
Jax Sports Review, Fisherman's Corner
WJBO, Baton Rouge, La.
SCHACHT, AL
Al Schacht's Sports Show
WOR, New York, N. Y.
SCHAGS, MARTY
Ingold Sports Review
WDUK, Durham, N. C.
SCHILLING, FRED
WBSR, Pensacola, Fla.
SCHNEEFLOCK, BILL
Sports Spotlight & Local Sports Events
KASH, Eugene, Ore.
SCHOENFELD, ED
Putter Patter
KLX, Oakland, Calif.
SCHREINER, RAY
WBTM, Danville, Va.
SCHUSS, AL
All Sports Events
KOCO, Salem, Ore.
SCOTT, BOB
Sports Chat
WSJS, Winston-Salm, N. C.
SCOTT, ED
Sports Round-up
KOL, Seattle, Wash.
SCOTT, RAY
Today in Sports
WCAE, Pittsburgh, Pa.
SEARLES, NEIL
Sports Pace
WFOX, Milwaukee, Wisc.
SEARS, BILL
Sports Extra.
WPEN, Philadelphia, Pa.
SEAVEY, CECIL
Today in Sports
KRDO, Colorado Springs, Colo.
SEELEY, DOYLE D.
Spotlight on Sports
KWIN, Ashland, Ore.
SEFICK, BOB
Sports Today
WARD, Johnstown, Pa.
SEIBERT, DICK
WTCN, Minneapolis, Minn.
SELLEY, ART
Local Baseball Games, Local Football Games, Sports Round-up
WBAC, Cleveland, Tenn.
SHACKLETON, ROBERT
High School Sports
WKAR, East Lansing, Mich.
SHADDOX, LEON
Sportscast
KHOZ, Harrison, Ark.
SHAFFER, FRED
Sports Final
SHAFFER, FRED
Sports Final
WSBA, York, Pa.
SHANAHAN, TOM
Sports Flash
WEMP, Milwaukee, Wisc.
SHEEHON, WALTER
Sports Flashes
WDAR, Savannah, Ga.
SHELLENBERGER, JACK
Sports Quiz
WHAT, Philadelphia, Pa.
SHELTON, JIM
WIBC, Indianapolis, Ind.
SHELTON, JIM
Sports Revue
WMOX, Meridian, Miss.

SHERIDAN, RED
All Football Games
KXOX, Sweetwater, Tex.
SHERMAN, DEAN
Sports Hi-Lites
WDGY, Minneapolis, Minn.
SHRADER, WALT
WIKB, Iron Mountain, Mich.
SHUDT, ROY
WROW, Albany, N. Y.
SHUMATE, GENE
Sports Desk
KSO, Des Moines, Iowa
SIEGEL, SAMUEL
KYUM, Yuma, Ariz.
SIMMONS, JAMES
The Best in Sports
KPBX, Beaumont, Tex.
SIMPSON, JIMMY
Sportspage of the Air
WMRC, Greenville, S. C.
SIMS, FRANK
Play by Play
KVFD, Fort Dodge, Ia.
SINGER, LAN
Special Events
WMLO, Milwaukee, Wisc.
SINOR, BILL
KREO, Indio, Calif.
SLATER, SAM
Spotlight on Sports
WPAR, Parkersburg, W. Va.
SLATER, BILL
Dumont Television Sports, MUTUAL
SLAVIN, TOM
WWCO, Waterbury, Conn.
SMITH, BILL
Sports Review
WMFR, High Point, N. C.
SMITH, BOB
(Reporter)
Sports Digest
WCOL, Columbus, Ohio
SMITH, BOB
Bob Smith's Sports Review
WOOD, Grand Rapids, Mich.
SMITH, EARL
WLCS, Baton Rouge, La.
SMITH, FRANK
Sportscaster
KHUM, Eureka, Calif.
SMITH, LYALL
WXYZ, Detroit, Mich.
SMITH, SIG
Sports Review
WKBW, Buffalo, N. Y.
SMOLKA, JOHNNY
Production, Musical Dir.
WDEC, Americus, Ga.
SNOWDEN, CHARLES
Sports Parade
WIRK, West Palm Beach, Fla.
SNYDER, BILL
WJZM, Clarksville, Tenn.
SNYDER, JOE N.
Sports Hi-Lites
WLCX, La Cross, Wisc.
SORRELL, BILL
News and Sports Review
WILS, Lansing, Mich.
SPENCER, LLOYD
KVOW, Littlefield, Tex.
SPOKES, AL
Reports on Sports
WJOY, Burlington, Vt.
SPROUSE, LEONARD
Sports Round-up
KCHS, Hot Springs, N. Mex.
STANTON, PETE
Sports Review, Pigskin Parade On the Gridiron
WJPA, Washington, Pa.
STEADMAN, W. L.
Sports Calendar
WCOV, Montgomery, Ala.

STEEL, BILL
Reports on San Diego Sports
KUSN, San Diego, Calif.
STEELE, BOB
Strictly Sports
WTIC, Hartford, Conn.
STEELMAN, ROBERT P.
Sports Review
KOIL, Omaha, Nebr.
STEIS, BILL
Sports Spotlight
WCLE, Clearwater, Fla.
STEMLER, NICK
Sports Director
WAGE, Syracuse, N. Y.
STERLING, EARL
KLIX Scoreboard
KLIX, Twin Falls, Idaho
STERN, BILL
Colgate Sports Nwsreel of the Air (NBC)
STERRETT, ROBERT
In The Sportlite
WTON, Staunton, Va.
STEWART, ALAN
Sportfolio
WTEL, Philadelphia, Pa.
STEWART, M. D.
Announcer
KNET, Palestine, Tex.
STIRRAT, R.
WGBB, Freeport, N. Y.
STODDARD, BOB
KATO, Reno, Nevada
STONE, RALPH
Football
KSRO, Santa Rosa, Calif.
STONE, VIRGIL E.
KGKB, Tyler, Tex.
STOREY, BOB
Story of Sports
KGL, Fort Wayne, Indiana
STOUT, ALLEN
Sports Events
WROL, Knoxville, Tenn.
STRAND, NORMAN
Sports Montage
WSAV, Savannah, Ga.
STREET, MALCOLM
Patty Sports Parade
WHMA, Anniston, Ala.
STRINE, EARL
Hunting & Fishing Club
WCHA, Chambersburg, Pa.
STUART, BOB
Sports
KNOW, Austin, Tex.
STUART, BOB
Sears Sport Shots
KXRO, Aberdeen, Wash.
STUART, MIKE
K. U. Sports Parade
KFKU, Lawrence, Kans.
STUCKWISCH, ROBERT
Sports Review
WABJ, Adrian, Mich.
STURM, GENE
Play by Play anouncer
KMHK, Mitchell, S. Dak.
SULLIVAN, CHARLEY
Sports News and Views
WMC, Memphis, Tenn.
SULLIVAN, GENE
Sullivan Sport Roundup
KFEQ, St. Joseph, Mo.
SUMNEY, MAURICE
Sport Page
WGFG, Kalamazoo, Mich.
SUTER, WILLIAM G.
Sports Camera
KGLO, Mason City, Iowa
SUTHERLAND, BILL
Memory Time
Natural Gas

Pittsburgh's First Favorites
Mildred Don & the Men about Town
KDKA, Pittsburgh, Pa.
Sports Reel
WCAE, Pittsburgh, Pa.

SUTHERLAND, JIMMY
Sports On Review
KGCU, Mandan, N. D.

SWASEY, WILSON
Sports Parade
WBTA, Batavia, N. Y.

SWEENEY, B. J.
Hudepohl Brewing
Sports by Sweeney
WHKC, Columbus, Ohio

SWINGLE, CY
KNOE, Monroe, La.

— T —

TAUB, SAM
WHN, New York, N. Y.

TEMPLETON, DINK
Sport Page of the Air
KFRC, San Francisco, Calif.

TERRY, BILL
Shell Panorama
WAGA, Atlanta, Ga.

THOMPSON, CHUCK
Speaking of Sports
Sports-A-Tune
WIBG, Philadelphia, Pa.

THOMPSON, DON
KOLO, Reno, Nevada

THOMPSON, HAL
Hal on Sports
WFAA, Dallas, Tex.

TOBE, JAMES
March of Sports
KSGM, St. Genevieve, Mo.

TRABAR, JIMMIE
KIOX, Bay City, Tex.

TRAYNOR, HAROLD J. (Pie)
Baseball
KQV, Pittsburgh, Pa.

TRUIT, ROLLIE
Baseball games
KWJJ, Portland, Ore.

TSCHUDI, LOU
Lou Tschudi
WING, Dayton, Ohio

TUCKER, JINX
WACO, Waco, Texas

TUCKER, JOE
Sports Slants
Sports Shorts
WWSW, Pittsburgh, Pa.

TURNER, BOB
Bob Turner, Sports
WHAM, Rochester, N. Y.

TYSON, "TY" E. L.
Sports Review
WWJ, Detroit, Mich.

— U —

UFER, BOB
Along the Sports Sidelines
WPAG, Ann Arbor, Mich.

UNFERTH, DON
Sports Highlights
WFHR, Wisconsin Rapids, Wisc

— V —

VANCE, HENRY
WAPI, Birmingham, Ala.

VANCE, ROY
Tilghman Football Games
WPAD, Paducah, Ky.

VAUGHAN, BOB
Sports Parade
KIDO, Boise, Idaho

VESTRO, AL
WWCO, Waterbury, Conn.

VIA, RICHARD
Sports News
WLOE, Leaksville, N. C.

VILLANI, JOHNNIE
Sports Editor
WBRW, Welch, W. Va.

VINGI, RAY
WKWK, Wheeling, W. Va.

VOCALIS, JAMES C.
The Sports Roundup
WLBB, Carrollton, Ga.

VRATIS, SOCS
Inside Information
KOLE, Port Arthur, Tex.

— W —

WADDELL, BILL
WEAT, Lake Worth, Fla.

WAKEMAN, TONY
All Sports Parade
WWDC, Washington, D. C.

WALDEN, MYRON
Sports Column of the Air
WTAX, Springfield, Ill.

WALDEN, PAUL E.
KODL, The Dallas, Ore.

WALDEN, WARREN
Everybody's Sport
WEAN, Providence, R. I.

WALL, FRED
Fred Wall
WOOK, Silver Spring, Md.

WALLER, EDMUND
Sports of the Day
WATR, Waterbury, Conn.

WALTON, EARL
Sports Parade
WLAR, Athens, Tenn.

WANKE, HUGH
Sports Final
WITH, Baltimore, Md.

WALTON, LUKE
Old Gold Sports Round-Up
WISH, Indianapolis, Ind.

WANN, PAUL
WCCO, Minneapolis, Minn.
Sideline Slants

WARD, BILL
WNCA, Asheville, N. C.

WATTRICK, DON
Sports Director
WJR, Detroit, Mich.

WEAVER, BILL
Scrapbook of Sports
WDAY, Fargo, N. Dak.

WEAVER, HANK
KECA, Los Angeles, Calif.

WEDDELL, WRAY
C & S Sportscast
KTBC, Austin, Tex.

WEGENER, RICHARD A.
KCOK, Tulare, Calif.

WELLS, JIM
Jim Wells—Sports
WBEN, Buffalo, N. Y.

WESTER, ALLAN
Sports Roundup
WFAK, Charleston, S. C.

WHEELER, ALVIN F.
Sports Broadcast
KSIL, Silver City, N. M.

WHEELER, JOSEPH
Sports Spot
WBIR, Knoxville, Tenn.
Special Events

WIGGINS, JIM
Sportscast
KABC, San Antonio, Tex.

WHITTIER, CHUCK
Spotlight on Sports
WILK, Wilkes Barre, Pa.

WIKE, DON
Nat'l Sales Mgr.
KUJ, Walla Walla, Wash.

WILLIAMS, BEN
Old Salt
WTOC, Savannah, Ga.

WILLIAMS, BILL
Live Sports
WFRC, Reidsville, N. C.

WILLIAMS, DALE
Sports Parade
WOI, Ames, Iowa

WILLIAMSON, HADLEY
Sports Parade
WSIC, Statesville, N. C.

WILLIAMS, JERRY
Sports News
WKAP, Allentown, Pa.

WILLIS, JOHN
Football
KCOY, Santa Maria, Calif.
Play by Play Broadcasts
KTMS, Santa Barbara, Calif.

WILLS, BEN
Pipetime
WGPC, Albany, Ga.

WILLS, HARRY
Sports Revue
WJMC, Rice Lake, Wisc.

WILSON, CHUCK
Sports Resume
WKST, New Castle, Pa.

WILSON, JIM
Sportlights
WJPR, Greenville, Miss.

WILSON, WARD
WHN, New York, N. Y.

WIMBERLEY, BOB
Razorback of the Air
KUOA, Siloam Springs, Ark.

WIMER, JOE
Sports
KOCS, Ontario, Calif.

WINDSOR, WALTER
Walter Windsor, Sports
Sports Final
Play by Play all sports
WDVA, Danville, Va.

WISMER, HARRY
Sports Director ABC network; b. Port Huron, Mich., June 30, 1912; Fla. Univ.; All Army football games; Professional Football Championships; Nat'l Open Golf Tournament; Exclusive Army-Navy game; Headline Edition; Nat'l Tennis Championships; Champion Roll Call (ABC).

WOLF, HAL
Sports Desk
KNBC, San Francisco, Calif.

WYNNE, JAMES
Play by Play
WAIR, Winston-Salem, N. C.

— Y —

YACK, GEORGE
WMRF, Lewiston, Pa.

YOAKAM, DICK
Standard Melody Parade
WHO, Des Moines, Ia.

YOUNG, JAY
Sports Review
WERC, Erie, Pa.

— Z —

ZEANAH, CHARLES
Sports Column Of Air
Sports Mirror
WSFA, Montgomery, Ala.

News Commentators
—their work during 1947

— A —

ABBE, JAMES
KGO, San Francisco, Calif.
James Abbe Observes

ACKERLY, GENE
KFRE, Fresno, Calif.

ADAMS, CEDRIC
WCCO, Minneapolis, Minn.
Newscaster

ALLEN, CHUCK
WJPR, Greenville, Miss.
News from Here

ADAMS, CHARLES F.
WMVA, Martinsville, Va.
Midday News

ADAMS, JOHN
CBS

ADDINGTON, HAROLD
KFKU, Lawrence, Kans.
Roundup of Editorial Opinion

AGRONSKY, MARTIN
WMAL, Washington, D. C.
ABC

ALLEN, ROBERT S.
WOR, New York, N. Y.

ALLEN, SPENCER
WGN, Chicago, Ill.

ANDERLY, B. H.
KLIZ, Brainerd, Minn.
Noontime News

ANDERSON, BRUCE F.
KWYO, Sheridan, Wyoming
Editor Speaks

ANDREWS, GENE
WHAR, Clarksburg, W. Va.
News A'dup

ANDREWS, LARRY
KUX, Phoenix and Glendale, Arizona
Column of the Air

ANDREWS, M. CARL
WDBJ, Roanoke, Va.
Over the Editor's Desk

ANTHONY, JULIAN
ABC

ANTHONY, LEE
(News Casters)
WTAD, Quincy, Ill.

ARMOND, WM.
WBLJ, Dalton, Ga.
News Views

ARNOLD, HARRY
KLIX, Twin Falls, Idaho
Harry Arnold Views the News

ARTHUR, JON
WSAI, Cincinnati, Ohio
Woman's Side of News

AUSTAD, MARK
WWDC, Washington, D. C.

— B —

BACH, ALWYN
KYW, Philadelphia, Pa.

BADGER, BOB
WEDO, McKeesport, Pa.
Editor Speaks

BAKER, ART
Announcer, Commentator; b. New York City, N. Y., 1898; Art Baker's Notebook, (KFI); On The Air Ten Years.

BALLINGER, KENNETH
WTAL, Tallahassee, Fla.
Home News

BALMER, CLINTON C.
World of Books
WLVA, Lynchburg, Va.

BANGHART, KENNETH
NBC

BANNER, BILL
WSPA, Spartanburg, S. C.
Bill Banner and the News

BANTA, DEANE
KLX, Oakland, Calif.

BARRINGTON, BRUCE
KXOK, St. Louis, Mo.
Early Edition News, Overnight News Final, News With B. Barrington

Gabriel Heatter

LOUELLA PARSONS

ABC Network

EVERY SUNDAY
9:15 P. M. EST

BARRY, ALICE
KTSM, El Paso, Tex.
Woman's World
BATCHELOR, RICHARD
WTRR, Sanford, Fla.
BARTH, BERNARD C.
WLOS, Asheville, N. C.
Bernie Barth's Commentary
BAUER, FREDERIC
WINN, Louisville, Kentucky
Six O'Clock News
BAUKHAGE, H. R.
WMAL, Washington, D. C.
ABC
BAXTER, LIONEL
WAPI, Birmingham, Ala.
News 'Til Now
BEALL, JACK
WMAL, Washington, D. C.
ABC
BEATTY, MORGAN
WRC, Washington, D. C.
NBC
BEHRENS, MARVIN
WBZ-WBZA, Boston, Mass.
Marvin Behrens
BELL, DON
WGAY, Silver Springs, Md.
BELL, JACK
WTCN, Minneapolis, Minn.
D X Dinner News
BENTLEY, JULIAN
WBBM, Chicago, Ill.
BENTON, JACK
KMBC, Kansas City, Mo.
BERMAN, AVERILL
KWIK, Burbank, Calif.

BERNHARD, JOHN E., J.
WFOY, St. Augustine, Fla.
Town Topics
BEZOFF, BEN
KLZ, Denver, Colo.
BIDDLE, RICHARD B.
WLAY, Muscle Shoals, Ala.
Noon News
BJORNSON, BJORN
WRC, Washington, D. C.
NBC
BJORNSON, VAL
KSTP, St. Poul-Minneapolis, Minn.
Minnesota Opinion
BLACK, ALAN
WJPA, Washington, Pa.
Local News, Community Highlights
BLACK, ALGERNON
WMCA, New York, N. Y.
Ethical Issues in the News
BLAKELY, CLINT
WAPI, Birmingham, Ala.
Auburn Daily News
BOARMAN, PATRICK
CBS
BODEN, BOB
KROS, Clinton, Iowa
10 O'clock News
BOLTON, PAUL
KTBC, Austin, Tex.
Straight Texas
BORGE, PAUL
KWLC, Decorah, Iowa
Morning News Summary
BORMANN, JIM
WMT, Cedar Rapids, Iowa

BOWLER, JAMES
WJMR, New Orleans, La.
News Digest
BRADY, J. ROBB
KIFI, Idaho Falls, Idaho
The Post Register Commentaries
BRANCH, TAYLOR
WRR, Dallas, Tex.
News Analyst, World News
BRANDT, ALBERT A., DR.
WEVD, New York, N. Y.
Comments
BRANDT, C. A.
WOMT, Manitowoc, Wisc.
This and That
BRANON, BOB
KLOU, Lake Charles
Noon News
BRAUE, JOHN
KOSA, Odessa, Tex.
Oil News
BRAWLEY, HARRY
WCHS, Charleston, W. Va.
Let's Talk Sense
BREEN, EDWARD
KVFD, Fort Dodge, Ia.
Ed Breen & The News
BRICE, DON
WKBN, Youngstown, Ohio
BRINKLEY, DAVID
WRC, Washington, D. C.
NBC
BRITT, BLOY'S
WHNC, Henderson, N. C.
Farm News
BROOKS, BOB
KTRH, Houston, Tex.
The News

ART
BAKER

"ART BAKER'S
NOTEBOOK"—KFI

BROOKS, CLIFF
(Local News Ed.)
WGBF, Evansville, Ind.
BROOKS, GEORGE
WNEW, New York, N. Y.
BROOKS, NED
NBC
BROOKS, REID
KXLW, St. Louis, Mo.
Golden Circle News
BROSTER, BERNARD
WJZM, Clarksville, Tenn.
BROWN, ANDERSON B.
WGWR, Asheboro, N. C.
Behind the Headlines
BROWN, CECIL
MBS
BROWN, FRED
WNCA, Asheville, N. C.
Fred Brown News
BROWN, HUGH
KGFN, Grass Valley, Calif.
Days of '49
BROWN, NED
WORZ, Orlando, Florida
News and Farm Review
BROWNING, BOB
WKNY, Kingston, N. Y.
Local News
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
Intermountain Empire News
BRYAN, GEORGE
CBS
BUCK, STEVE
KWSC, Pullman, Wash.
News of the World
BURDETTE, WINSTON
WTOP, Washington, D. C.
CBS
BURRIS, DICK
KSO, Des Moines, Iowa
Ten O'Clock News
BURT, LYLE
KRSC, Seattle, Wash.
World Revue
BURTON, MUTT
WFRC, Reidsville, N. C.
News
BURWELL, TED
WCKB, Dunn, N. C.
Final Edition
BUSFIELD, ROGER M.
KNOW, Austin, Texas
News
BUTLER, JAMES W.
WGBR, Goldsboro, N. C.
Town News and Views
BYRON, JAS. A.
WBAP, Fort Worth, Tex.
Mid-day News

—C—

CAIN, BEN
KAFY, Bakersfield, Calif.
Raisin' Cain
CAIRNEY, JIM
WDSG, Dyersburg, Tenn.
News in Review
CALLEN, JOSEPH
WATR, Waterbury, Conn.
Local News
CALMER, NED
CBS
CAMPBELL, DON
WTSP, St. Petersburg, Fla.
Campbell Calling
CAMPBELL, FRANK
KVSM, San Mateo, Calif.
Today's World
CANHAM, ERWIN
ABC—The Christian Science Monitor Views The News
CARAKER, GEORGE
KOLN, Lincoln, Nebr.
CARLO, MICHAEL
WKAL, Rome-Utica, N. Y.
Behind the News
CARLSON, EDWARD A.
WGAN, Portland, Maine
Editors View the News
CARLSON, JOEL, F.
WGH, Newport News, Va.
Joel Carlson—News
CARLSON, W. RICHARD
WAVZ, New Haven, Conn.
CARLSON, WILL
WTOD, Toledo, Ohio
Carlson News
CARMICHAEL, H.
KUIN, Grants Pass, Ore.
On File
CAROTA, FRED
WWSC, Glens Falls, N. Y.
Local Happenings
CASE, GEORGE T.
WINK, Ft. Myers, Fla.
World in Review
CAVITT, DON
WNAM, Neenah, Wisc
Today's News Picture

GORDON FRASER

GEORGE HAMILTON COMBS, JR.

Eleventh year as featured News Commentator—WHN.

"THE EDITORIAL SLANT OF THE NEWS"

CERRI, BILL
WGAT, Utica, N. Y.
CHAMBERLAIN, HOWARD
WLW, Cincinnati, Ohio
World Front
CHAPEL, JOHN K.
KROW, Oakland, Calif.
Bond News
CHAPLIN, W. W.
NBC
CHARLES, GORDON
WTCM, Traverse City, Mich.
CHARLTON, R. M.
WTOC, Savannah, Ga.
Savannah Today
CHASE, MILTON
WLW, Cincinnati, Ohio
World Front
CHILDS, R. W.
KMA, Shenandoah, Iowa
News Editor
CLARE, BOB
KTIP, Porterville, Calif.
News Roundup
CLARK, DALE
WAGA, Atlanta, Ga.
7:30 A.M. News
CLARK, HARRY
CBS
CLARK, RANDY
WMMJ, Peoria, Ill.
New sat Noon
CLAUSSEN, GENE
KMOX, St. Louis, Mo.
CLEARY, J. M.
WESB, Bradford, Pa.
News Review
CINE, CLAY
WJZM, Clarksville, Tenn.
CLOS, JEAN
(News Director)
WLEX, Lexington, Ky.
COBB, TY
KRGV, Weslaco, Tex.
News and Views
COFFIN, TRIS
ABC
COLEMAN, WARD A.
WENC, Whiteville, N. C.
Columbus Commentary
COLLINGWOOD, CHARLES
CBS
COLLINS, TED
MBS—Kate Smith Speaks
CLOSE, UPTON
(Hall, Josef Washington); Author, lecturer, radio commentator; b. Kelso, Wash., Feb. 27, 1894; Walla Walla Coll.; Whitman Coll.; George Washington Univ.; BA degree; Weekly Commentary over Mutual Network.
COLWELL, TERRY
WACE, Chicopee, Mass.
CONDON, GLENN
KAKC, Tulsa, Okla.
City Desk, Home-town News
CONLEE, L. T.
WHBQ, Memphis, Tenn.
News to Now
CONNOLLY, JAMES P.
WITH, Baltimore, Md.
News
COOK, BILL
KVKM, Monahans, Tex.
UP World News Roundup
COMBS, GEORGE HAMILTON, Jr.
WHN, New York, N. Y.
COPP, CHARLES A.
WDLB, Marshfield, Wisc.
Charles Copp
CORDELL, ANN
KELD, El Dorado, Ark.
Column of the Air
CORDIER, ANDREW
NBC—Your United Nations
COSTELLO, BILL
CBS
COSTELLO, ED
KOSA, Odessa, Tex.
Willis News
CRABTREE, CHIC
KIFI, Idaho Falls, daho
Farm News
CRAIG, CHARLES
KODY, North Platte, Nebr.
4-Bell News Round-up
CRANDALL, MARK
KFEL, Denver, Colo.
Pace of the World Today
CRAWFORD, SAM
(News Editor)
KGY, Olympia, Wash.
CROKER, W. J.
KDEC, Decorah, Ia.
CROOKS, WILLIAM
WFMJ, Youngstown, Ohio
CROWE, HILTON
WALT, Tampa, Fla.
CUSTARA, RICK
KCOY, Santa Maria, Calif.
Home Town News
CULL, RICHARD, SR.
WHIO, Dayton, Ohio
Richard Cull, Sr.
CUNNINGHAM, BILL
MBS
CURLEE, ZEKE
KWBU, Corpus Christi, Tex.
Around Town With Zeke
CURTIS, RON
(Newscaster)
WFBL, Syracuse, N. Y.
WFBL News

— D —

DAIL, AMBERT
WBTM, Danville, Va.
DAIN, ROLAND
KWLC, Decorah, Iowa
Noon News
DALTON, KENNETH G.
Commentator
WBET, Brockton, Mass.
DALY, JOHN
CBS
DANCEY, CHARLES
WSIV, Pekin, Ill.
WORLD at Large
DAVIDSON, MEADE
WWRL, Woodside, N. Y.
News Analysis
DARLEY, LARRY
KVOP, Plainview, Tex.
Town Crier
DAVIS, ELMER
WMAL, Washington, D. C.
ABC
DAVIS, JOHN
Morning & Noon News
WWS, Pittsburgh, Pa.
DAVIS, REX
KMOX, St. Louis, Mo.
DAVIS, ROBERT
KSRV, Ontario, Ore.
Report to the Valley
DAY, CHARLES
WGAR, Cleveland, Ohio
DeBIE, DICK
KSIG, Crowley, La.
DEBNAM, W. E.
WPTF, Raleigh, N. C.
Debnam Views the News
DECKER, TOM
KALE, Portland, Ore.
Newswriter
DENISON, C. B.
WMRC, Greenville, S. C.
Between the Lines
DENKEMA, EDDIE
KOPP, Ogden, Utah
DENMAN, JOHN
WJR, Detroit, Mich.
DENVER, DEE, JR.
KFEQ, St. Joseph, Mo.
DEWEESE, DALLAS
WLW, Cincinnati, Ohio
Sohio Reporter
DINNEEN, JOSEPH F.
WORL, Boston, Mass.
DISNEY, RUFUS
WCTT, Corbin, Ky.
Time For News
DIXON, JOHN
WROK, Rockford, Ill.
News Plus
DIXON, STANLEY
KSWI, Council Bluffs, Iowa
Five Star Final
DOOLEY, CHARLES
WFKY, Frankfort, Ky.
Ky News
DOWNS, BILL
CBS
DOYLE, JIM
ABC — Hollywood Mystery Time,
DRAKE, GALEN
ABC
DREIER, ALEX
WMAQ, Chicago, Ill.
NBC—Skelly News
DRILLING, JOE C., JR.
Peter Paul News
KCOK, Tulare, Calif.
DULANEY, CARROLL
WCBM, Baltimore, Md.
Our Town

— E —

EATON, HOWARD
WNAD, Norman, Okla.
Between You and Me
EATON, RICHARD
WOOK, Silver Spring, Md.
EDWARDS, A. F.
KWFT, Wichita Falls, Tex.
World Affairs
EDWARDS, DOUGLAS
CBS
EDWARDS, FRANK
WIBC, Indianapolis, Ind.
EDWARDS, HOWARD
KBWD, Brownwood, Tex.
News
EDWARDS, JOHN
ABC
EID, LEIF
WRC, Washington, D. C.
NBC
ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
News
ELLIOTT, TIM
WAKR, Akron, Ohio
ELLISON, BILL
WJBC, Bloomington, Ill.
Business Review
ENGLE, THAINE
WBAP, Fort Worth, Tex.
What Happened Last Night
ENGLER, BOB
WMIN, St. Paul, Minn.
News of the Hour
ENICH, H. L.
WMAM, Marinette, Wisc.
Noon News Edition
EPLEY, MALCOLM
KFLW, Klamath Falls, Ore.
Managing Editor's Report
ERK, E. CHRISTY
WBRY, Waterbury, Conn.

ERWIN, TOMMY
KVLF, Alpine, Tex.
7:30 Commentary
ESTES, JIM
WBU, Lexington, N. C.
World At Large
ESTRELLA, BLANCA
WIOD, Miami, Fla.
Latin American News (In Spanish)
EVANS, JOSEPH
CBS
EVANS, WICK
KXLW, St. Louis, Mo.
Good News

— F —

FAHEY, JOHN R.
KNEW, Spokane, Wash.
FALER, DICK
(Newscasters)
WTAD, Quincy, Ill.
FARLENDER, REV. A. W.
KSRO, Santa Rosa, Calif.
A Parson Views the News
FARMER, JOHN
KMBC, Kansas City, Mo.
FARQUHAR, WALTER
WPAM, Pottsville, Pa.
FARRELL, MAURY
WAPI, Birmingham, Ala.
WAPI, News
FARRINGTON, FIELDEN
CBS
FARRIS, J.
WGKV, Charleston, W. Va.
Purity News
FEAGIN, ROBERT R.
WPDQ, Jacksonville, Fla.
News Final
FIDLER, JIMMIE
ABC
FIEDLER, JOSEPH J.
WDLB, Marshfield, Wisc.
The Taxpayer
FIENGOLD, BLANCHE
WALB, Albany, Ga.
Timely Topics
FISCHER, LARRY
KVKM, Monahans, Tex.
FISHER, STERLING
NBC—Our Foreign Policy
FLANNERY, HARRY W.
FLEISCHER, WILFRID
CBS
FLEMING, ROSEMARY
WBSR, Pensacola, Fla.
FLETCHER, GRAEME
NBC
FLOWER, ELSIE
KGDM, Stockton, Calif.
City Journal
FLYNN, ROY
WAPI, Birmingham, Ala.
Final Edition
FORD, JOHN
WTCN, Minneapolis, Minn.
John Ford News
FORTSON, JOHN L.
NBC—Religion in the News
FOSTER, CEDRIC
MBS
FOSTER, HOMER
WSOO, Sault St Marie, Mich.
Homer Foster
FOWLE, FARNSWORTH
CBS
FRANK, PAUL B.
WHKC, Columbus, Ohio
Ward Baking Co.
FRANK, VAL
WAAT, Newark, N. J.
Breakfast Reporter
FRANK, WILLIAM P.
WILM, Wilmington, Delaware
Around the Town
FRANSEN, BOB
KYSM, Mankato, Minn.
FRASER, GORDON
News Correspondent, Commentator, Announcer (ABC); b. Lawrence, Mass., Feb. 4, 1908; ed. U. of Maine, Brown University, Ph. B. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser; U. S. Steele Theater Guild; Ford Sunday Evening Hour.
FRECH, ED J.
KFRE, Fresno, Calif.
FREDERICK, HARLAND
KSFO, San Francisco, Calif.
Harland Frederick
FREDERICK, PAULINE
ABC
FRENCH, BOB
WHBC, Canton, Ohio
News
FROGGE, JOHN
WGBB, Freeport, N. Y.
News of Nassau
FULDHEIM, DOROTHY
ABC
FURNISS, WALTER
(Reporter)
WCOL, Columbus, Ohio

— G —

GAETH, ARTHUR
WMCA, New York, N. Y.
GAETH, ARTHUR
WOL, Washington, D. C.
GAILMOR, WILLIAM
WHN
GALLOVAN, BILL
WJZM, Clarksville, Tenn.
GAPEN, KEN
NBC—National Farm and Home Hour
GARCIA, HECTOR D.
KPAB, Laredo, Tex.
Community News
GARDINER, DON
ABC—Monday Morning Headlines
GARDNER, HY
MBS — Twin Views of the News
GARRED, BOB
GARRETSON, JOSEPH
WSAI, Cincinnati, Ohio
Shell Oil
GAVITT, RICHARD
KANS, Wichita, Kans.
Asst. News Editor
GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa
Noon-Time News
GEARHART, NICK
KTBS, Shreveport, La.
GEORGE, ABNER, H.
KOTA, Rapid City, S. Dak.
Tri-State News
GEORGE, STEVE
KCRA, Sacramento, Calif.
GERVAIS, SIDNEY
KATL, Houston, Tex.
News Roundup
GIBBONS, JOHN
WCAP, Asbury Park, N. J.
Night Extra
GIBBONS, TOMMY
WPIC, Sharon, Pa.
Hourly News
GLADSTONE, HENRY
WOR, New York, N. Y.
GODDARD, DON
WINS, N. Y., N. Y.
Don Goddard
GODWIN, EARL
WMAL, Washington, D. C.
ABC
GOOD, MIKE
WNHC, New Haven, Conn.
The Political Scene
GORDON, KEITH
KXO, El Centro, Calif.
Midday News
GOTTLIEB, RICHARD
WTAW, College Station, Tex.
Varner News
GRAHAM, DONALD R.
KVOA, Tucson, Arizona
The Town Crier
GRAHAM, GORDON
WIBC, Indianapolis, Ind.
GRANT, AUSTIN
WXYZ, Detroit, Mich.
GRANT, HOWARD
KLIZ, Brainerd, Minn.
County Agen News
GRANT, JOSEPH
WMEX, Boston, Mass.
GRANT, PETER
WLW, Cincinnati, Ohio
GRANT TAYLOR
ABC—Headline Edition
GRAU, PHIL
WEMP, Milwaukee, Wis.
Radiotorials
GRAUER, BEN
NBC
GRAY, CHARLES
KHBG, Okmulgee, Okla.
GRAY, CHARLES W.
WHEB, Portsmouth, N. H.
Community News
GRAY, JAMES H.
WALB, Albany, Ga.
Weekly Commentary
GREBE, EARL C.
WSPD, Toledo, Ohio
GREEN, H. E.
KFKA, Greeley, Colo.
News & Interviews
GREER, BOB
KPRK, Livingston, Mont.
Between the Lines
GREGORY, MARK
KSTP, St. Paul, Minneapolis, Minn.
Tomorrow's Headlines Tonight
GRIER, HARRY
KTRH, Houston, Tex.
World At Large
GRIFFIN, JOHN
KIUP, Durango, Colo.
GRIFFIN, MICHAEL
WHTAQ, Green Bay, Wis.
The News & You
GRIFFITH, BILL
KMBC, Kansas City, Mo.
GRIM, GEORGE
WCCO, Minneapolis, Minn.
Newscaster & Commentator
GROAT, CARL D.
WLW, Cincinnati, Ohio
World Front
GROSS, CLAIR
KSIB, Creston, Iowa
Human Side of the News
GROSS, SHELDON
(Local News Editor)
WFPG, Steel Pier, Atlantic City, N. J.
Town Crier, Town Topics
GRUHN, RUDI
KFRE, Fresno, Calif.
GUNN, BEN
WCON, Atlanta, Ga.
GUTHRIE, BILL
WTAW, College Station, Tex.
News Highlights
GUTHRIE, DAVID L. R.
WGPA, Bethlehem, Pa.
United Nations Commentator

— H —

HADLEY, WILLIAM H., JR.
KXLR, North Little Rock, Ark.
Final Edition
HAGAN, MALONE
KCTX, Childress, Tex.
News and Views
HAINES, CHARLES
KGHF, Pueblo, Colo.
HAINLINE, JOSEPH
WJR, Detroit, Mich.
HALEY, AL.
WWOL, Lackawanna, N. Y.
HALL, HELEN
MBS
HALVERSON, PAT
WRBC, Jackson, Miss.
Halverson
HANNA, EARL
WMOX, Medidian, Miss.
Dixie News, Cross Section
HANNAH, ROBT.
WFIG, Sumter, S. C.
Morning News
HANSSON, Peter
WIZE, Springfield, Ohio
HARDGROVE, BOB
KVSM, San Mateo, Calif.
Your Labor Report
HARKNESS, RICHARD
WRC, Washington, D. C.
NBC
HARRISON, C.
WHBF, Rock Island, Ill.
HARSCH, JOSEPH C.
WTOP, Washington, D. C.
CBS—Meaning of the News
HART, DON
WSNJ, Bridgeton, N. J.
Morning Dispatch
HARTLEY, HOWARD
WCLE, Clearwater, Fla.
Florida Reporter
HARTRICK, GEORGE A.
WJLS, Beckley, W. Va.
Evening Edition
HARWOOD, GEOFFREY
WBZ-WBZA, Boston, Mass.
Background to the News
HAUAN, MARTY
KDMO, Carthage, Mo.
News for Neighbors
HAWKINS, JACK
KIUN, Pecos, Texas
News Roundup
HAWKINS, ROBERT
WKAN, Kankakee, Ill.
HAYES, SAM
NBC
HAYMAN, DON C.
WMBS, Uniontown, Pa.
Manos Theater News
HEAD, IVAN R.
KSVF, Santa Fe, N. M.
News Till Noon
HEALY, JAMES
WSNY, Schenectady, N. Y.
Jim Healy and the News
HEATTER, GABRIEL
WOR, N. Y. Behind The Front Page (MBS).
HECKERT, ROBERT
KYW, Philadelphia, Pa.
HELFER, Alvin
MBS
HEMMINGWAY, NORMAN
WPAR, Parkersburg, W. Va.
Local News
HENDERSON, TOM
WHJB, Greensburg, Pa.
HENDRICKSON, BOB
WAGE, Syracuse, N. Y.
HENLE, RAY
NBC
HENRY, BILL
CBS
HENRY, DICK
WOOD, Grand Rapids, Mich.
Standard Oil News, Noon News, Morning News
HENTON, EARL
WEBC, Duluth, Minn.
10 O'Clock News
HEPNER, ARTHUR
CBS
HERLIHY, ED
NBC
HERMAN, CHAS.
WLAV, Grand Rapids, Mich.
One O'Clock News
HESS, JR., CLYDE G.
WTAG, Worcester, Mass.
HESSLER, WILLIAM H.
WLW, Cincinnati, Ohio
World Front
HICKS, CAP
(News Editor)
WRGA, Rome, Ga.
HICKS, TAYLOR
ABC
HILL, LILLARD
WBAP, Fort Worth, Tex.
10 P.M. News
HILL, PAT
(Newscasters)
KOB, Albuquerque, N. M.
New Mexico)
HILLEGAS, FRED
WSYR, Syracuse, N. Y.
Fred Hillegas
HILLMAN, WILLIAM
MBS
HINES, LINDLEY
WREN, Topeka, Kans.
Over The Back Fence
HINN, MICHAEL
WKOW, Madison, Wisc.
HINSHAW, FRED MOORE
WLBC, Muncie, Indiana
News Ed
HIXSON, REED
KSOK, Arkansas City, Kans.
Today's Top News
HOCHSTETTER, LEO
CBS
HODGE, FREDERICK A., DR.
WBEN, Buffalo, N. Y.
Reading Between the Lines
HOFF, OLAF, JR. (MRS.)
WHAI, Greenfield, Mass.
Turners Falls Newspaper of the Air
HOFFPAUIR, JAY
KSIG, Crowley, La.
HOLLENBECK, DON
CBS
HOLLES, EVERETT
WBBM, Chicago, Ill.
HOLT, FRED
WIRE, Indianapolis, Ind.
HORNADY, JOHN R.
WLAQ, Rome, Ga.
News
HOTTELET, RICHARD C.
CBS
HOWARD, FRANK
KTUC, Tucson, Arizona
Tucson Story
HOWARD, JOHN
WHJB, Greensburg, Pa.
HOWARD, RALPH
KNBC, San Francisco, Calif.
HOWE, QUINCY
CBS
HOWELL, REX
KFXJ, Grand Junction, Colo.
Radiotorial
HUME, FABIAN
WRIB, Providence, R. I.
HUMPHREYS, BILL
CBS
HUNT, RAYMOND J.
KONO, San Antonio, Tex.
News at Nine
HUNT, TED
KROD, El Paso, Tex.
Between the Lines
HURLBUT, JIM
WMAQ, Chicago, Ill.
News
HURLEIGH, ROBT. F.
WGN, Chicago, Ill.
HUSS, J. W.
WJMS, Ironwood, Mich.
WIBK, Iron Mountain, Mich.
HYAMS, ISABEL J.
KLIZ, Brainerd, Minn.
News for Women
HYDE, DON
WGAR, Cleveland, Ohio

— I —

INGRAM, ARTHUR
WERC, Erie, Pa.
World Wide & Local News
INGSTAD, BOB
KOVC, Valley City, N. Dak.
Noon News
IRVING, JANE
WSAI, Cincinnati, Ohio
Woman's Side of News
ISRAEL, ABNER, M.
WALB, Albany, Ga.
It Happened During The Week
IVES, BOB
(Newscaster)
WFBL, Syracuse, N. Y.
Late Evening News

— J —

JACKSON, ALLAN
CBS
JACKSON, ART
WLAV, Grand Rapids, Mich.
Day in Review
JACKSON, BILL
WGTM, Wilson, N. C.
JARVIS, DICK
KSIG, Crowley, La.
JEFFRIES, ALLEN
WIRE, Indianapolis, Ind.
JENSEN, ALAN
(News Reporter)
KSL, Salt Lake City, Utah
JETER, GOETZE
KVOR, Colorado Springs, Colo.
City Journal
JOHNSON, DOUG
WAGE, Syracuse, N. Y.
News Editor
JOHNSON, DUANE
KCOY, Santa Maria, Calif.
Mid-day News
JOHNSON, SAMUEL, DR.
KMOX, St. Louis, Mo.
JOHNSON, WILLARD
NBC—Religion in the News
JONES, ALBERT
WABZ, Albemarle, N. C.
JONES, PAUL
WFLA, Tampa, Fla.

— K —

KALTENBORN, H. V.
WNBC, New York, N. Y.
NBC—H. V. Kaltenborn Edits the News
KRAMINS, ROBERT
WKAR, East Lansing, Mich.
The News and You
KARLTON, GERRY
KWLC, Decorah, Iowa
Sunday Summary

KARNSTEDT, CAL
KSTP, St. Paul-Minneapolis, Minn.
5:45 News
KAUFMAN, LOUIS L.
WCAE, Pittsburgh, Pa.
Louis L. Kaufman
KEARL, WAYNE
(News Reporter)
KSL, Salt Lake City, Utah
KEITH, MAXINE
WOR.
KELLY, TOM
WOOD, Grand Rapids, Mich.
Sears Global News, Butternut Roundup
KELPE, HENRY
KOIL, Omaha, Nebr.
Newscaster
KELSEY, NORMAN
WCHV, Charlottesville, Va.
KENDRICK, ALEXANDER
CBS
KENNEBREW, DICK
WDEC, Americus, Ga.
Commentators
KENNEDY, LOU
WORZ, Orlando, Fla.
New and Farm Review
KENT, HAROLD
WENE, Endicott, N. Y.
I See By the Paper
KENNY, H. B.
WLEE, Richmond, Va.
H. B. Kenny
KERLIN, J. C.
(Local & State News Ed.)
WGBF, Evansville, Ind.
KESSLER, DAVID E.
WHAM, Rochester, N. Y.
Today & Yesterday
KIERNAN, WALTER
Columnist, N. Y. Mirror (ABC).
KILGALLEN, DOROTHY
ABC—Star Time With Dorothy Kilgallen
KILLICK, LAWRENCE F.
WCAX, Burlington, Vt.
Views of the News
KING, CY
WEBR, Buffalo, N. Y.
KINGDON, FRANK
WOR, New York, N. Y.
KITTELL, CLYDE
NBC
KLAVAN, GENE
WCBM, Baltimore, Md.
Klavan Comments
KNAPP, MERRILL
WBTA, Batavia, N. Y.
News Edition
KNELL, JACK
WBT, Charlotte, N. C.
News Digest, News and the Story Behind the News
KNIGHT, KIRK
WKMH, Dearborn, Mich.
Kirk Knight & the News
KOOP, THEODORE F.
CBS
KREGELOH, HUBERT
WSPR, Springfield, Mass.
Understand the Peace
KROUSER, CARYL
KWTC, Barstow, Calif.
Local Views of the News
KRUEGER, BILL
KDAL, Duluth, Minn.
Phillips News
KRUGER, KATHRYN
KLIZ, Brainerd, Minn.
4-H Club News
KRUM, TYRELL
NBC—Veterans' Advisor

— L —

LACKEY, HECHT, S.
WSON, Henderson, Ky.
LaCOSSITT, HENRY
MBS
LaFORCE, CHARLES
WFOX, Milwaukee, Wisc.
Home Edition
LAIRD, STEPHEN
CBS
LaMOUNTAIN, NOAH
WMAS, Springfield, Mass.
Notebook
LANG, WILLIAM
WHN, New York, N. Y.
LANGE, B.
KGDM, Stockton, Calif.
News Round-up
LaPOINTE, ARMAND
WFEA, Manchester, N. C.
LATIMER, JAY
WINS, New York, N. Y.
Inside New York
LATTIMER, DAVID
WOSU, Columbus, Ohio
Instructor in History
LAWLER, TOM
WHBS, Huntsville, Ala.
Morning News
LAWTON, FLEETWOOD
KMPC, Los Angeles, Calif.
KFI, Los Angeles, Calif.
NBC—Fleetwood Lawton
LEMEN, MATT
KOPO, Tucson, Arizona
News at Noon-Fifteen
LENHART, GARRY
WHO, Des Moines, Ia.
World Events Commentary
LENOX, JOHN, JR.
KHBG, Okmulgee, Okla.
LEROUX, JOE
KELD, El Dorado, Ark.
News from Home
LESUEUR, LARRY
CBS
LEWIS, ERVIN
WLS, Chicago, Ill.
News Reporter
LEWIS, FULTON
MBS
LITTLE, JAMES A.
WTAG, Worcester, Mass.
LITTLETON, BUCK
WKLF, Clanton, Ala.
Alabama Today
LLOYD, JACK
WAGE, Chicopee, Mass.
LOCKWOOD, DOTY
WCON, Atlanta, Ga.
LOHMAN, P. H.
WJOY, Burlington, Vt.
An Economist Views the News
LONG, CHET
WBNS, Columbus, Ohio
Chet Long News
LONG, PAUL
KDKA, Pittsburgh, Pa.
Plane Talk, Iron City News, Studebaker News, Vicks News, Keystone Lumber News
LONG, STUART
KVET, Austin, Tex.
Texas at Ten
LONGMIRE, CAREY
WOR, New York, N. Y.
LORENZ, SHERWOOD
WOSH, Oshkosh, Wisc.
Cook & Brown Newscast
LOWE, KEN
KWY, Oklahoma City, Okla.
Merit News
LUDLAM, KENNEDY
NBC—America United, U. S. Army Air Forces Band
LUKINS, HARRY
KDMO, Carthage, Mo.
Noon News
LUNDY, DAN
KXLA, Los Angeles, Calif.

— M —

MacCABEE, C. B.
WCMA, Corinth, Miss.
Editor Talks It Over
McCARTHY, TOM
(News Editor)
WKRC, Cincinnati, Ohio
McCLURE, KEN
KSIX, Corpus Christi, Tex.
News
McCONNELL, JIM
KLOU, Lake Charles, La.
Regional News
MacFARLANE, IAN ROSS
WFBR, Baltimore, Md.
Frost Motors
MacGREGOR, R. J.
WCBM, Baltimore, Md.
City Hall
MacVANE, JOHN
NBC
McCALL, LAWSON
KEX, Portland, Ore.
Lawson McCall News, Currently Speaking
McCARTHY, CHARLES F.
NBC
McCORMICK, ROBERT
NBC
McDONALD, BOB
KRGV, Weslaco, Tex.
News Editor
McDONALD, IRVING T.
(Analysts)
WEEI, Boston, Mass.
News Analysis
McDONALD, J. J.
WLBR, Lebanon, Pa.
Average Opinion
McCORMICK, ROBERT
WRC, Washington, D. C.
McCUNE, JOHN
WAPI, Birmingham, Ala.
Auburn Daily News
McGIBENY, DONALD
WAIT, Chicago, Ill.
McGRATH, ED
WSPA, Spartanburg, S. C.
News in Review
McHAN, BILL
WJPR, Greenville, Miss.
Noon Edition
McNAMARA, JOHN
(News Editor)
WLPM, Suffolk, Va.
MAHONEY, CLYDE
WTOP, Washington, D. C.
MANSUY, FRANK P.
WSCR, Scranton, Pa.
News You Need
MANUEL, KEN
WWJ, Detroit, Mich.
News by Manuel
MAPLES, GRADY
KTNM, Tucumcari, New Mex.
World's Eye View of the World Wide News
MARES, JERRY
WCBM, Baltimore, Md.
Journal
MARION, JOHN
WGAT, Utica, N. Y.
MARION, RUSS
WBTM, Danville, Va.
MARLOWE, PAUL
WAYB, Waynesboro, Va.
MARQUES, LUIS
CBS

MARR, DALE
WBBC, Flint, Mich.
Luncheon News
MARTIN, JIM
WGAR, Cleveland, Ohio
MARTIN, RAY
WALL, Middletown, N. Y.
Sports Review
MARTIN, LOUIS R.
KWHN, Ft. Smith, Ark.
MASTON, GEORGE
KPDR, Alexandria, La.
Noon Newspaper
MATTHEWS, TOM
WFLA, Tampa, Fla.
MAYNARD, ROBERT K.
WSVS, Crewe, Va.
Highlights and Shadows in the News
MEANEY, ED
WESX, Salme, Mass.
Local News
MECHLIN, RUTH E.
KRMD, Shreveport, La.
For Women Only
MEISTER, BOB
WMAM, Marinette, Wisc.
Three Star Edition
MENDELSON, WALLACE
WROL, Knoxville, Tenn.
MENTOR, ART
KNET, Palestine, Tex.
News Editor
MERRILL, CLACUS, G.
WHAR, Clarksburg, W. Va.
AM Edition
MILES, ROBERT
KIXL, Dallas, Tex.
Radio Town Mirror
MILLER, DICK
KDWT, Stanford, Texas
MILLER, J. W.
WTAW, College Station, Tex.
Aggie News
MILLER, JOHN Z.
KGCU, Mandan, N. D.
AP News
MILLER, REX
KHJ, Los Angeles, Calif.
MILLICAN, KENNETH A.
KXYZ, Houston, Tex.
MITCHELL, N. P.
WFBC, Greenville, S. C.
World Today
MONROE, BILL
WNOE, New Orleans, La.
New Orleans and the World
MOORAD, GEORGE
KGW, Portland, Ore.
George Moorad Comments
MOORE, HEYWARD
WGNS, Murfreesboro, Tenn.
MOORE, LESLIE
WTAG, Worcester, Mass.
Views of the News
MORGAN, DICK
KTUC, Tucson, Arizona
5-Star Final
MORGAN, ROY E.
WILK, Wilkes Barre, Pa.
Perspective
MORGAN, TOM
WOV, New York City
MORRIS, V. P., DR.
KOAC, Corvallis, Ore.
World in Review
MORLEY, FELIX
NBC
MOZLEY, DON
CBS
MURPHY, BILL
WGBS, Miami, Fla.
Shell News Reporter
MURROW, EDWARD R.
CBS

— N —

NASH, R. J.
KSO, Des Moines, Iowa
12 O'Clock News
NEAL, BOB
WMPS, Memphis, Tenn.
NEILSON, PAUL
WGN, Chicago, Ill.
NEITHAMER, W. F.
(Newscaster)
KTSA, San Antonio, Tex.
NELSON, HOWARD
WJHP, Jacksonville, Fla.
News & Pgm. Dir.
NELSEN, M. L.
WHO, Des Moines, Ia.
The Billboard
NEMETH, WILLIAM
WARL, Arlington, Va.
Federal Index
NEWHALL, BOB, COL.
WSPB, Sarasota, Fla.
Radio Times
NEWMAN, ERIE
WCLE, Clearwater, Fla.
Noontime Roundup
NIBLING, ALBERT
KRRV, Sherman-Denison, Tex.
News of the Week
NICHOLSON, DON
(Newscasters)
WTAD, Quincy, Ill.
NOBLE, WENDELL
MBS—Newscope
NORTHUP, E. D.
WCNC, Elizabeth City, N. C.
NORWOOD, BILL
CBS

— O —

O'BRIEN, GERRY
KTUC, Tucson, Arizona
Editor Speaks
ODSON, ROBERT J.
KVER, Albuquerque, New Mexico
Korbers Noon News, Evening Headlines
OLIPHANT, H. DUNCAN
WGAN, Portland, Maine
Editors View the News
O'NEIL, BILL
WARS, Wilmington, Dela.
The Wilmington Scene
OPPER, FREDERICK B.
ABC
ORFIELD, BENNETT
WLS, Chicago, Ill.
News Reporter
OTTO, BOB
WCPO, Cincinnati, Ohio
WCPO News
O'SULLIVAN, TIM
WGL, FortWayne, Indiana
OUELLETTE, LIONEL
WHEB, Portsmouth, N. H.
Community News of Dover
OWENS, RAY
(Newscaster)
WFBL, Syracuse, N. Y.
Today in Syracuse

— P —

PACE, ESTON
(Newscaster)
KTSA, San Antonio, Tex.
PALMER, BRUCE
WKY, Oklahoma City, Okla.
Okla's Front Page
PARKER, LAURENCE
KMA, Shenandoah, Iowa
Newscaster
PARR, W. H.
WTOC, Savannah, Ga.
Traffic scoreboard

PARSONS, LOUELLA
(Martin, Louella Parsons); b. Freeport, Ill., Aug. 6, 1890; ed. Dixon College; Movie news commentator (ABC).
PASS, DANA
KWKW, Pasadena, Calif.
Pasadena, Calif.
PATTERSON, COLEMAN
WTSB, Lumberton, N. C.
Carolina Reporter
PATTERSON, PAT
WMT, Cedar Rapids, Iowa
PAYTON, JAMES
WDSM, Superior, Wisc.
Tribune Time
PEAK, GENE
WPAD, Paducah, Ky.
D-X News, Sterling News
PEARSON, DREW
ABC
PENNELL, WILLIAM
WORZ, Orlando, Fla.
Bill Pennell Reports
PANNER, RAY
WLOW, Norfolk, Va.
Virginia in the News
PERKINS, DEXTER
WHEC, Rochester, N. Y.
Dexter Perkins
PETER, GEORGE, JR.
KVLF, Alpine, Tex.
Wash. Insid Out
PETERSON, DREXEL
KVFD, Fort Dodge, Ia.
Drexel Peterson & The News
PETERSON, ELMER
KNBC, San Francisco, Calif., NBC
PETERSON, JAMES
(News Editor)
KSL, Salt Lake City, Utah
PETERSON, RALPH HOWARD
NBC
PETTINGILL, SAM
ABC
PETTYJOHN, L. E.
(Farm Director)
WLPM, Suffolk, Va.
PFEIFFER, BOB
WMT, Cedar Rapids, Iowa
PHILLIPS, CHARLIE
KTBS, Shreveport, La.
PINELL, CLAUDE
KPAC, Port Arthur, Texas
POINTEL, C. H.
WFIG, Sumter, S. C.
12:30 Edition
POLK, GEORGE
CBS
POPE, BILL
WENY, Elmira, N. Y.
Sports Front
PRESTON, ART
KTUC, Tucson, Arizona
Morning News, News at Noon
PRINCE, BOB
WCAE, Pittsburgh, Pa.
11th Hour News
PRINGLE, NELSON
CBS
PROVENCE, BOB
WKNA, Charleston, W. Va.
11th Hour News
PURDY, MICHAEL L.
KLPM, Minot, N. Dak.
Labor Speaks
PRYOR, DON
WTOP, Washington, D. C.
CBS
PUTNAM, RUTH
WESX, Salem, Mass.
World Situation

PUTNAM, GEORGE CARSON
News reporter, MC, Narrator; b. Wahpeton, N. Dak., July 14, 1914; Macalester Coll.; Univ. of Minn.; MC, Spotlight on America; Up - to - the - Minute News; In Today Town (Tele-RCA); Movietone news and travelogues; Castle Films.

PYLE, J. HOWARD
KTAR, Phoenix, Arizona
Arizona Hi-Lights

— Q —

QUILL, JOSEPH
WBET, Brockton, Mass.

— R —

RABELL, FRED
KSON, San Diego, Calif.
Confid. Yrs.
RAMOS, RALPH
KFDM, Beautmont, Texas
While You Slept
RANDOLPH, JAMES
WWCO, Waterbury, Conn.
RANDOLPH, WILLIAM
(News Editor)
WKMO, Kokomo, Indiana
RAPPELET, A. O.
KCIL, Houma, La.
RAYMOND, FRANK
KVSM, San Mateo, Calif.
Just Evesdropping
REDMOND, DICK
WHP, Harrisburg, Pa.
REDEEN, BOB
WOC, Davenport, Ia.
REED, C. D.
KNEL, Brady Tex.
News
REED, RALPH B.
WNYC, New York, N. Y.
Top Talk of the Day
REEDY, GEORGE E.
WOL, Washington, D. C.
REID, ERLE (DUKE)
KOB, Albuquerque, N. Mex.
REID, PAUL
WFIG, Sumter, S. C.
6:30 Edition
REINHARDT, FRED
WJPF, Herrin, Ill.
REITER, FRED
WFLA, Tampa, Fla.
REYNOLDS, JOHN M.
WLOS, Asheville, N. C.
WLOS News
RHODY, JAMES B.
WFKY, Frankfort, Ky.
This 'N That
RIDENOUR, GORDON M.
WELM, Elmira, N. Y.
Afternoon Extra, 6:00 News, News Behind the News
ROBERTS, CLETE
KMPC, Los Angeles, Calif.
Clete Roberts Reports
ROBERTS, DONALD
KDB, Santa Barbara, Calif.
12:00 News
ROBINSON, PRESCOTT
WOR, New York, N. Y.
ROBY, MAX
(News Reporter)
KSL, Salt Lake City, Utah
ROGERS, BILL
CBS
ROGERS, JAMES A.
WJMX, Florence, S. C.
Sunday Commentary
ROLLINS, CHAP
KROP, Brawley, Calif.
Valley Farm Reporter, Mid Morning Summary
ROSE, BILLY
MBS
Pitching Horseshoes
ROSETTE, GEORGE
WEVD, New York, N. Y.
Comments
ROWLEY, BOB
WJR, Detroit, Mich.
ROYAL, PAUL
(News Reporter)
KSL, Salt Lake City, Utah
RUNNION, GUY
KXLW, St. Louis, Mo.
News at Noon
RUSK, CLAY
WHO, Des Moines, Ia.
Studebaker Commentary
RUSSELL, DAVE
KFDM, Beaumont, Tex.
Topline Edition
RYAN, RED
WCOV, Montgomery, Ala.
RYKARD, BRIM
WCOS, Columbia, S. C.
Journal of Air

— S —

SAERCHINGER, CESAR
NBC
SAKRY, CLIFF
KFAM, St. Cloud, Minn.
Central Minnesota News, Views and Information
SANDERS, WM. L.
WHIO, Dayton, Ohio
Wm. L. Sanders
SARGENT, DWIGHT
WGAN, Portland, Maine
News With Sargent
SARTAIN, AUXFORD
WTBF, Troy, Ala.
Sartain Observations
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
Natural Gas
SAUNDERS, JOHN
WIOD, Toledo, Ohio
Today in Toledo
SAXON, JIM
WJPA, Washington, Pa.
World News
SCANLON, CORNELIUS
(Analysis)
WEEI, Boston, Mass.
SCHENKER, ANDRE
WTIC, Hartford, Conn.
History in the Headlines
SCHILLING, FRED
WBSR, Pensacola, Fla.
SCHOENBRUN, DAVID
CBS
SCHOFIELD, DICK
SCHREINER, RAY
WBTM, Danville, Va.
SCOTT, JOHN W.
KABC, San Antonio, Tex.
John W. Scott
SCULLY, FRANCES
ABC
SECONDARI, JOHN
CBS
SEIBELS, GRENVILLE
WIS, Columbia, S. C.
Todays News
SELAH, C. WM.
WHBF, Rock Island, Ill.
SERGIO, LISA
WOV, New York, N. Y.
SEVAREID, ERIC
WTOP, Washington, D. C.
News, CBS
SHADEL, WILLARD
CBS
SHAPIRO, LIONEL
CBS
SHAW, BRUNO
WNEW, New York, N. Y.
SHELL, TED
CBS
(Reporters)
SHERROD, BETTY
WCOL, Columbus, Ohio
SHERRY, BOB
SHINKMAN, PAUL
WBBC, Bethesda-Chevy Chase, Md.
SHINN, JUNEAU
KLIX, Twin Falls, Idaho
Juneau Shinn's Six O'Clock Edition
SHIRER, WILLIAM L.
MBS
SHOEMAKER, JACK
KONO, San Antonio, Tex.
(Commentator)
SHREVE, GEORGE
KRLC, Lewiston, Idaho
News at Noon
SHULL, WAYNE
(News Editor)
KANS, Wichita, Kans.
SHULTZ, JOHN W.
WMVA, Martinsville, Va.
News of the Day
SHUMATE, HAL
KGBS, Harlingen, Tex.
Your News
SILER, LEON
What's New in Kenosha
WLIP, Kenosha, Wisc.
SILVER, DOUGLAS
WIRA, Ft. Pierce, Fla.
Local & National News
SIMMONS, JAMES
KPBX, Beaumont, Tex.
Washington Inside Out
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SINGER, LAN
WMLO, Milwaukee, Wisc.
World Report
SINGISER, FRANK
WGY, Schenectady, N. Y.
Wultex Program
SHERMAN, ROBERT
(Chief News Editor)
WAVZ, New Haven, Conn.
SKORNIA, HARRY J.
WSAU, Bloomington, Ind.
News & Views
SLATE, CHARLES
WLOE, Leaksville, N. C.
1230 News
SMITH, BRAD
KRGV, Welasco, Tex.
Reddy Kilowatt News
SMITH, COURTNEY
WEOA, Evansville, Ind.
SMITH, DICK
KMAC, San Antonio, Tex.
Newscasts
SMITH, EARLE
(Editor)
KMBC, Kansas City, Mo.
SMITH, HOWARD K.
CBS
SMITH, KATE
MBS
Kate Smith Speaks
SMITH, LEON
(General News Editor)
WBBB, Burlington, N. C.
SMITH, ROY
WJZM, Clarksville, Tenn.

SMITH, TED A.
KWRC, Pendleton, Ore.
News at Noon
SMITH, TOM Q.
WIOD, Miami, Fla.
The Rambler
SMITS, LEE
WXYZ, Detroit, Mich.
SNYDER, ED
(News Editor)
WDAK, Columbus, Ga.
SONNIER, ALDEN
KSIG, Crowley, La.
SOWARD, OLAF
WIBW, Topeka, Kans.
Olaf Soward's Viewpoint
SPECK, HUGO T.
WFAA, Dallas, Aex.
Speck Views News
SPRAGG, GRAYDON
WHI, Greenfield, Mass.
Around the Country
STEPHANSON, MALVINA
ABC
STILLE, ELBERT
WHKC, Columbus, Ohio
Ward Baking Co.
STURDEVANT, ROBERT
ABC
SULLIVAN, PAUL
KROY, Sacramento, Calif.
SUTCLIFFE, DICK
WROV, Roanoke, Va.
What Goes On Here
SWAYZE, JOHN CAMERON
NBC
SWIFT, JACK
KDKA, Pittsburgh, Pa.
Metropolitan Life News, Keystone Lumber News, Peter Paul News, Mueller News, Youth Looks at the News
SWING, RAYMOND
WMAL, Washington, D. C.

— T —

TAINTER, ERIC
KCKN, Kansas City, Kans.
News, K. C. Scene What Does American Freedom Mean to You
TATE, FRANK
WCOL, Columbus, Ohio
TAYLOR, HENRY J.
MBS
Your Land and Mine
TEMPLE, ALVIS H.
WLBJ, Bowling Green, Ky.
News & Views
THEERINGER, GEORGE
WRBL, Columbus, Ga.
Sports & Special Events Director
THOMAS, BILL
KDKA, Pittsburgh, Pa.
Main Street Editor
THOMAS, BOB
KEX, Portland, Ore.
THOMAS, CHARLES
WHOO, Orlando, Fla.
Noon Edition, Five Star Final
THOMAS, J. K.
WLOE, Leaksville, N. C.
During the Week
THOMAS, LOWELL
CBS
THOMAS, LYNN C.
KVOE, Santa Ana, Calif.
Local News
THOMPSON, GAIL
WHAR, Clarksburg, W. Va.
What is New
TITCHENER, DOROTHY
WENE, Endicott, N. Y.
Dorothy Titchener Presents
TOMPKINS, WILLIAM H.
WROW, Albany, N. Y.
TOMLINSON, EDWARD
NBC
THAVIS, EDWARD
WGH, Newport News, Va.
Edward Travis News
TROUT, BOB
CBS
TREXLER, LARRY
WDIA, Memphis, Tenn.
TRIPPE, JIMMY
WHTB, Talladega, Ala.
TRUE, HAROLD
WWJ, Detroit, Mich.
News By True
TRUERE, ROBERT
WCSC, Charleston, S. C.
TUCKER, L. D.
WMIQ, Iron Mountain, Mich.
Today's Commentary
TURNER, MICHAEL
WKIX, Columbia, S. C.

— U —

UEBELHART, JAMES W.
WSPD, Toledo, Ohio
ULMER, JIM
WMOA, Marietta, Ohio
Noon Edition
UMSCHEID, ARTHUR G.
KOAD, Omaha, Nebr.
UTLEY, CLIFTON
WMAQ, Chicago, Ill.
News

— V —

VADEBONCOEUR
WCYR, Syracuse, N. Y.
Vadeboncoeur Views the News
VANDERVEER, McCLELLAND
WSGN, Birmingham, Ala.
VAN KIRK, WALTER, DR.
(Minister)
Religion in the News NBC
VESTRO, AL
WWCO, Waterbury, Conn.
VOGT, AUGUST
WDAF, Kansas City, Mo.
VON BERGEN, JOHN
WARM, Scranton, Pa.
News with John, Von Bergen
VON TOBEL, PHILIP
WATR, Waterbury, Conn.
C C News

— W —

WADE, BYRON
WTAM, Cleveland, Ohio
Personalities in the News
WADSWORTH, HENRY
WJXN, Jackson, Miss
News to this Time
WALKER, DANTON
Twin Views of the News, MBS
WALKER, FRANKYE C.
WFOY, St. Augustine, Fla.
St. Aug. Newsreel
WALLACE, EDWARD
WTAM, Cleveland, Ohio
News Analysis, NBC
WALSH, FRANK J.
(News Editor)
WBCM, Bay City, Mich.
WALSH, J. RAYMOND
WMCA, New York, N. Y.
WALTON, SIDNEY
WINS, New York, N. Y.
Sidney Walton
WARD, HENRY
WKYB, Paducah, Ky.
Ward's Radio Column
WARNER, ALBERT L.
WOL, Washington, D. C.
WATSON, BROOKS
WMBD, Peoria, Ill.
WATSON, LOREN (BUD)
KLIF, Dallas, Tex.
Speaking of Sports, Morning Sports Special.
WATTS, BILL
KRLC, Lewiston, Idaho
Evening Edition
WEBB, HUGH
WKLF, Clanton, Ala.
All the News
WEEKS, EDWARD
ABC
(Editor at Home)
WELLS, CARVETH
KFI, Los Angeles, Calif.
Inside th News
WESP, JOE
WBEN, Buffalo, N. Y.
Ironic Reporter
WHEDBEE, CHARLES
WGTC, Greenville, N. C.
News & Views
WHEELOCK, HOWARD E.
WKNE, Keene, N. H.
WHITE, DON
KIT, Yakima, Wash.
KIT News
WHITE, JACK
WJR, Detroit, Mich.
WIDMARK, BOB
WMT, Cedar Rapids, Iowa.
WIETING, FRED
WIBG, Philadelphia, Pa.
News at Noon, Northwestern News
WILLIAMS, CLANTON
WTBC, Tuscaloosa, Ala.
Background of News
WILLIAMS, DOC
WADC, Akron, Ohio.
WILLIAMS, GLENN
WAGE, Syracuse, N. Y.
WILLIAMS, RUSS
WHK, Cleveland, Ohio
Richman News
WILLIAMS, WALTER
WSMB, New Orleans, La.
WILLS, DAVID
WMAL, Washington, D. C.
WILLSON, JIMMIE
KWSL, Lake Charles, La.
Views the News
WILLSON, JIMMIE
WAPI, Birmingham, Ala.
Morning News
WILSON, GLEN
WIRE, Indianapolis, Ind.
WILSON, WILLIAM R.
WRVA, Richmond, Va.
William R. Wilson
WINCHELL, WALTER
ABC

— Y —

YEAGER, RAY
KROW, Oakland, Calif.
Milen News
YOE, TOM
KFKU, Lawrence, Kans.
YOUNG, LANDON
News from Mount Oread
ABC
YORK, CAL
KRFO, Indio, Calif.
YOUNG, MURRAY
WHK, Cleveland, Ohio
Murray Young

— Z —

ZEIGEN, JACK
WING, Dayton, Ohio
Zeigen & the News
ZIEBARTH, E. W.
WCCO, Minneapolis, Minn.

Disc Jockeys
—their work during 1947

—A—

AAROE, ALDEN
WRVA, Richmond, Va.
"Wake Up Time

ABBOTT, BILL
WCKB, Dunn, N. C.
Slumberbuster

ABBOTT, WALT
KLBM, LaGrande, Ore.

ACKLEY, "Happy Cowboy" DICK
KRUX, Phoenix & Glendale, Arizona
A. M. Rhythm Roundup

ADAMS, BERNIE
WPDQ, Jacksonville, Fla.
600 Club

ADAMS, TED
WAIR, Winston-Salem, N. C.
Double Cola Time

ADKINS, JACK
KYJC, Medford, Ore.
1230 Club

AGNEW, JOHN K.
WHKC, Columbus, Ohio

ALBERGHINI, Hal
WCOU, Lewiston, Maine
Krack-Pot Kollege

ALDEN, NORM & (Jimmy Lowe)
KXOL, Fort Worth, Tex.
Juke Box

ALEXANDER, LES
WIP, Philadelphia, Pa.
Dawn Patrol

ALEXANDER, PAUL
KSL, Salt Lake City, Utah

ALLAN, FRANK
KTOP, Topeka, Kans.
Disk Derby

ALLAND, FRED
Requestfully Yours
WINK, Ft Myers, Fla.

ALLBAUGH, BOB
WOI, Ames, Iowa
Saturday Serenade

ALLEN, BOB
KWIN, Ashland, Ore.
Music Box Review

ALLEN, DAVE
KFRU, Columbia, Mo.
Musical Clock

ALLEN, ED
WMAQ, Chicago, Ill.
The Early Bird

ALLEN, FRANKLIN
KAKC, Tulsa, Okla.
Cozy Corner
Allen Franklin Presents

ALLEN, GARRETT
WFRC, Reidsville, N. C.

ALLEN, MEL
WINS, New York, N. Y.
Mel Allen Show

ALLEN, ROSALIE
WOV, New York City
Prairie Stars

ALLEN, TOMMY
WKY, Oklahoma City, Okla.
2315 Club

ALLEN, WAYNE
KSEL, Lubbock, Tex.
950 Club

ALLEY, LEN
1450 Club
KLO, Ogden, Utah

ALLISON, HUGH
WGAC, Augusta, Ga.
Homefolks Frolics

ALLYN, KEN
WRNL, Richmond, Va.
Mailbag Programs

ALVES, BOB
KPRK, Livingston, Mont.
Rhythm Roundup

AMOLE, GENE
KMYR, Denver, Colo.
Off the Record

ted husing

"bandstand" whn—1050

AMSTERDAM, MOREY
WHN, New York, N. Y.
For People Only
ANDERLY, B. H.
KLIZ, Brainerd, Minn.
Concert Miniature
ANDERSON, AXEL
WDEV, Waterbury, Vt.
Record Rendezvous
ANDERSON, BOB
KWLK, Longview, Wash.
ANDERSON, DON
KTFS, Texarkana, Texas
Record Party
ANDERSON, JIM
WIRK, West Palm Beach, Fla.
Platter Party
ANDERSON, LEONARD
KTRB, Modesto, Calif.
Roger Roundup
ANDERSON, WARREN
KBIZ, Ottumwa, Iowa
Anything Goes
1240 Club
ANDREW, BOB
WDUK, Durham, N. C.
Holiday For Strings
ANGEL, BILL
KSVP, Artesia, N. Mex.
1450 Club
ANSON, BILL
KFWB, Hollywood, Calif.
Hollywood, Bandstand
ARDRE, BOB
WNAR, Norristown, Pa.
Jukebox Jamboree
ARMER, ALAN
KEEN, San Jose, Calif.
Hits for Mrs.
ARMSTRONG, BUD
KOWH, Omaha, Nebr.
Mr. Music
ARNOLD, ED
KIEM, Eureka, Calif.
ARTHUR
WHAM, Rochester, N. Y.
This is Arthur
ARTHUR, BOB
WOMT, Manitowoc, Wisc.
The Wax Museum
ARTHUR, DOUG
WBIG, Philadelphia, Pa.
Danceland
ARTMAN, PAUL
WJPR, Greenville, Miss.
Bandstand
ASHER, WARREN
WFOR, Hattiesburg, Miss.
Rural Roundup
ASHLEY, ART
WONS, Hartford, Conn.
Club Midnight
ATKINSON, J. C.
WBBQ, Augusta, Ga.
Wake up with J. C.
ATKINSON, WAYNE
KVKM, Monahans, Tex.
KVKM Record Party
AUSTIN, COLEMAN
WROV, Roanoke, Va.
Rub-Scrub Music Club

— B —

BABCOCK, SAM
KWEM, West Memphis, Ark.
Teen Town
BACKMAN, JOHN
KWAL, Wallace, Idaho
All Star Dance Parade
BACON, BOB
WBRE, Wilkes-Barre, Pa.
Bacon For Breakfast
BAILEY, CARL
KXLA, Los Angeles, Calif.
Juke Box
BAILEY, DON
KWLK, Longview, Wash.
BAILEY, NORMAN
WKXL, Concord, New Hampshire
Smile Awhile
BAKER, JACK
WFKY, Frankfort, Kentucky
Musical Clock
BALDWIN, BILL
KSFO, San Francisco, Calif.
Baldwin Show
BALDWIN, BILL
KSO, Des Moines, Iowa
Baldwin's Music Shop & Tea Time Serenade
BALDWIN, BUD
WHIO, Dayton, Ohio
Breakfast in Bedlam
BALL, JACK C.
KROP, Brawley, Calif.
Jack The Ball Boy
BALL, ROGER
WALT, Tampa, Fla.
Roger
BALTIMORE, ED
WISE, Asheville, N. C.
BANNER, ANDE
KIUP, Durango, Colo.
BANNON, DICK
KIYI, Shelby, Mont.
BARBER, DON
WAGA, Atlanta, Ga.
Jive at Five

Double Winner of
ESQUIRE'S GOLD AWARD
1945, 1946
and again in
1947

DUKE
ELLINGTON
and His Orchestra

•

Composer, Arranger and Interpreter of America's Swing Classics

•

COLUMBIA RECORDING ARTIST

•

HEARD COAST-TO-COAST AS THE HOST AND RECORD ROTATOR OF THE DUKE ELLINGTON SHOW

•

Direction:
WM. MORRIS AGENCY

BARBER, DON
WGNI, Wilmington, N. C.
Record Review
BARBER, MARY
KOPP, Ogden, Utah
BARCLAY, AL
WHAT, Phila. Pa.
Sunday Serenade
BARG, MYRON
WJBC, Bloomington, Ill.
1230 Club
BARKER, SAM
KVOU, Uvalde, Tex.
In the Mood
BARLOW, JAY
WHLN, Harlan, Ky.
1230 Club
BARNES, PATT
WJZ
BARR, FRED
WWRL, Woodside, N. Y.
1600 Club
BARRETT, BILL
KVOP, Plainview, Tex.
Alarm Clock
BARRICK, ELDON
KTRB, Modesto, Calif.
Old Time Tunes
BARRY, GENE
WING, Dayton, Ohio
Swing with WING
Lonesome Gal
BARRY, LES
WBEN, Buffalo, N. Y.
Luncheon Club
BARTELL, PAUL
WFOX, Milwaukee, Wisc.
Fox Club

BARUCH, ANDRE & (Bea Wain)
WMCA, New York, N. Y.
Mr. and Mrs. Music
BASSO, NICK
WAJR, Morgantown, W. Va.
Rise & Shine
BATCHELOR, RICHARD
WTR, Sanford, Fla.
BEARD, PAT
WSTP, Salisbury, N. C.
BEATTY, ROSS
WELM, Elmira, N. Y.
Coffee & Crumpets Club
BEAUDETTE, CARLTON
WLCX, La Crosse, Wisc.
1490 Club
BECKERS, NORB
WDSG, Dyersburg, Tenn.
Open House Party
BECKTEL, EARL
WSNJ, Bridgeton, N. J.
BEECHAM, WALLY
WBRC, Birmingham, Ala.
Anything Goes
BEECHINOR, BOB
KEEN, San Jose, Calif.
Campus Serenade
BEDFORD, PAUL
WFMJ, Youngstown, Ohio
BELANEY, BILL
WCOL, Columbus, Ohio
Home Songs
BELCHER, ROD
KMO, Tacoma, Wash.
The Jazz Show
BELKNAP, AL
WESX, Salem, Mass.
Sunrise Serenade

BELL, BOB
WHOT, South Bend, Ind.
Club Sterling
BELL, CHARLIE
WIS, Columbia, S. C.
In the Groove
BELL, DON
WGH, Newsport News, Va.
Off The Record
BELL, KEN
WPDQ, Jacksonville, Fla.
Music 'Til Midnight
BELLAH, MILTON
WDAR, Savannah, Ga.
The Bandstand
BENAC, HENRY
WGLN, Glens Falls, N. Y.
Rhapsodies In Rhythm
BENDER, BOB
KWBU, Corpus Christi, Tex.
Cowboy Roundup
BENGSTON, CHARLES
WATR, Waterbury, Conn.
Melody Time
BENNETT, BING
WAYS, Charlotte, N. C.
Ways Ballroom
BENNETT, FRED
KTSA, San Antonio, Tex.
Merry-Go-Round
Bandwagon
BENSON, BOBO
KYW, Philadelphia, Pa.
On the Sunny Side
BENSON, RED
WINS, N. Y.
BENTLEY, RAY
WROV, Roanoke, Va.
That's My Favorite

BILL ANSON

"HOLLYWOOD BANDSTAND"

KFWB

BENUM, ARNOLD
KMO, Tacoma, Wash.
The Music Room

BERG, HAL
WILK, Wilkes-Barre Pa.
Club Swingtime

BERG, LEE
KOLN, Lincoln, Nebr.
Curfew Club

BERGERON, JOLLY
WSLB, Ogdensburg, N. Y.
Sweetmusic Time

BERMAIN, GEO.
WKTM, Mayfield, Ky.
Chapel In The Sky
Musical Roundup

BERNARD, MEL
WHSC, Hartsville, S. C.
Music Shop

BERRY, BILL
WHOO, Orlando, Fla.
Whoot'n Antics

BERRY, BOB
WITH, Baltimore, Md.
Wake-Up Baltimore

BERRYHILL, KEN
WDIA, Memphis, Tenn.

BERRYMAN, ED
WHOT, South Bend, Ind.
Majestic Bandstand

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
Alarm Clock Club

BEVERLY
KBOL, Boulder, Colo.

BICKFORD, CHARLES
WOHS, Shelby, N. C.
Merry Merchant

BIGLEY, DAVID E.
WJOI, Florence, Ala.
Requestfully Yours

BILLICH, GEORGE
WOLF, Syracuse, N. Y.
Campus Clambake

BILLINGSLEY, WM.
WADE, Wadesboro, N. C.

BINGHAM, PETE
WJOI, Florence, Ala.
Atomic Boogie

BISHOP, DON
KGEM, Boise, Idaho
Alarm Klock Klub

BISHOP, FORREST
KWLK, Longview, Wash.

BISHOP, J. DIGE
WCTA, Andalusia, Ala.
All Request Hour

BLACK, ALAN
WJPA, Washington, Pa.
Polka Party

BLAINE, LEE
WGAD, Gadsden, Ala.
Requestfully Yours

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.
Musical Clock

BLASE, BOB
Houston, Tex.

BLOCK, MARTIN
Make Believe Ballroom, WNEW; Chesterfield Supper Club, NBC; The Martin Block Show, MBS; Martin Block's Musical Merry-Go-Round Series at M-G-M; Martin Block Music Corp. (Hollywood, Calif.), Martin Block Studio at Encino, Calif.

BLUE, DAVE
WTEL, Philadelphia, Pa.
Twin Tune Hits

BLUETT, SPOTS
WWCO, Waterbury, Conn.

BOBBITT, HAPPY
WBOB, Galax, Va.
Coffee Time

BOBISUD, WALT
KBKR, Baker, Ore.

BODKIN, LARRY
WTAL, Tallahassee, Fla.
Light Flash

BOELTER, ERWIN
KJAM, Vernal, Utah
Concert Miniature

BOGDEN, HILARY
WJAS, Pittsburgh, Pa.
Come 7—Parade of Stars

BOGER, EUGENE
KWYO, Sheridan, Wyoming
Gene's House Party

BOHANNON, RAY
KATO, Reno, Nevada

BOLEN, JIM
WCIL, Carbondale, Ill.
1020 Club

BOLENDER, RICHARD
WBRK, Pittsfield, Mass
Concert Hall

BOLIN, ART
WARM, Scranton, Pa.
Swing Session
Uncle Art's Almanac

BOLTON, BILL
KSYL, Alexandria, La.
Number Please

BONAR, LEON
KAWT, Douglas, Arizona
Morning Music Hall

GEORGE MONAGHAN

"Monaghan's Morning Watch"
every morning
6:30-7:00 WOR

BOND, BERNARD
KCHS, Hot Springs, New Mexico
Platter Chatter
BONGIORNO, MICHAEL
WHOM, New York City
BOONE, ROBERT
WBYS, Canton, Ill.
BOOSE, DANA
WTSP, St Petersburg, Fla.
The 1280 Local
BOOTHBY, JOHN
WEBR, Buffalo, N. Y.
Sweet Music
BOUCHIER, GENE
WPDQ, Jacksonville, Fla.
Musical Clock
BOVARD, BOB
KWBR, Oakland, Calif.
Dixieland Jamboree .. ....
BOWEN, WORCESTER
KWTC, Barstow, Calif.
Teen-Time
BOWERS, BILL
KFMJ, Tulsa, Okla.
Spinner Sanctum
BOWERS, BILL
KAKC, Tulsa, Okla.
Coffee Time
BOWERS, CHARLES
WKDK, Newberry, S. C.
Hillbilly Hit Parade
BOWICK, BILL
WALB, Albany, Ga.
Sweet & Swing
BOWLER, JAMES
WJMR, New Orleans, La.
Club 990
BOWMAN, MAURY
WDIA, Memphis, Tenn.

BOYD, LEX
KROW, Oakland, Calif
Date at the Krowsbah
BOYSEN, JAMES P.
WTCN, Minneapolis, Minn.
Alarm Clock Club
BOYUM, G. W.
WLBJ, Bowling Green, Ky.
4:00 Special
BRACANOVITCH, TOM
KWIN, Ashland, Ore.
Juke Box Review
BRADFORD, PHIL
WCOL, Columbus, Ohio
Rise and Shine
BRADLEY, BOB
WDAY, Fargo, N. Dak.
Platter & Platter Time
BRADLEY, LYLE C.
WSSV, Petersburg, Va.
Request Club
BRADLEY, NICK
WABI, Bangor, Me.
Easy Rhythm
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
Platter Parade
BRADSHAW, DICK
WCEC, Rocky Mount, N. C.
Morning Mail
Caro, Coffee Time
BRAGG, CHARLES
WGNS, Murfreesboro, Tenn.
1450 Club
BRAGG, MARION
WNEX, Macon, Ga.
Alarm Clock Club
BRANCH, NEAL
WJHL, Johnson City, Tenn.
Branchin' Out

BRALY, BILL
KVSF, Santa Fe, N. M.
On the Q.T.
BRANDT, JOSEPH A.
WTPR, Paris, Tenn.
You Asked For It
BRANNON, BOB
KLOU, Lake Charles, La.
Brannon's Open House
BRANT, BILL
KDKA, Pittsburgh, Pa.
Midnighter's Club
BRAZZELL, JIMMY
WHSC, Hartsville, S. C.
Music Shop
BRECHT, LESTER
KURV, Edinburg, Tex.
Pitchin Kurv's
BRELAND, ED
WAML, Laurel, Miss.
Record Review
BRENNAN, BILL
KOLT, Scottsbluff, Nebr.
Disc Time
BRENNAN, BILL
WJOY, Burlington, Vt.
Mid-Morning Varieties
Sandman Serenade
BRENARD, GEORGE
WLIP, Kenosha, Wisc.
Melody Cruise
BRENNER, BOB
WCOP, Boston, Mass.
Green Room
BRENNER, PAUL
WAAT, Newark, N. J.
Requestfully Yours
BRESSLER, BOB
WARD, Johnstown, Pa.
1490 Club

FRED ROBBINS

JACK LESCOULIE

WOR-Mutual

BREWER, CHARLES W.
WKRM, Columbia, Tenn.
1340 Club
BREWER, HUGH
WKSR, Pulasi-Lawrenceburg, Tenn.
Lawrenceburg Hour
BRIAR, STEVE
KENT, Shreveport, La.
Requestfully Yours
BRICE, JAMES A.
WTPR, Paris Tenn.
Disc Jockey's Choice
BRITT, PAUL
KCOL, Fort Collins, Colo.
Matinee for Mama
Teen Time
BRITTON, JACK
WKGN, Knoxville, Tenn.
Morning Express
BROCKWAY, BEAMAN
KIMA, Yakima, Wash.
1460 Club
BRODE, BUDDY
WILK, Wilkes Barre, Pa.
BROKENSHIRE, NORMAN
WNBC, New York, N. Y.
Norman Brokenshire Show
BROOKER, KING
KXO, El Centro, Calif.
Diggin' The Grooves
BROOKS, ED
WMIX, Mt. Vernon, Ill.
Coffee Time
BROOKS, FOSTER
WKBW, Buffalo, N. Y.
Melody, Inc.
Million Dollar Ballroom
BROOKS, KIRBY
WIOD, Miami, Fla.
The Dreambuster
BROOKS, TOM
KAWT, Douglas, Arizona
Easy Rhythm
BROPHY, BILL
WKNY, Kingston, N. Y.
Number Please
BROTHERS, BILL
WHNC, Henderson, N. C.
890 Club
BROWN, ART
WOL, Washington, D. C.
BROWN, BERNARD
WAPO, Chattanooga, Tenn.
At Sundown
BROWN, BILL
WSTP, Salisbury, N. C.
Modern Harmonies
BROWN, BOB
WEPM, Martinsburg, W. Va.
Turntable Matinee
BROWN, BOB
WFPG, Steel Pier, Atlantic City, N. J.
1450 Club
BROWN, ED
WMGY, Montgomery, Ala.
Wax-Works
BROWN, RAY
WDSG, Dyersburg, Tenn.
Swingtime & Night Patrol
BROWN, ROBERT
WJLS, Beckley, W. Va.
Curfew Club
BROWN, WIN
WWSW, Pittsburgh, Pa.
6 to 8 Special
BROWNE, GERALD
KIFI, Idaho Falls, Idaho
Request Matinee
BRUCE, AL
WLBR, Lebanon, Pa.
Morning Mirth
BRUCE, RAMON
WHAT, Phila, Pa.
Ravin' With Ramon
BRUCKNER, SKIP
WGAU, Athens, Ga.
1350 Platter Party
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
Melody Mac & Vern
BRUNER, BOB
WISH, Indianapolis, Ind.
Variety Hour
BRYANT, KEN
KMHK, Michell, S. Dak.
1490 Club
BRYANT, KENNETH L.
WKEY, Covington, Va.
BUCHAN, ALEX
KXLW, St. Louis, Mo.
Bulletin Clock
BUCHANAN, PAUL
WSUA, Bloomington, Indiana
School & College Matinee
BUDD, MILTON
WMBD, Peoria, Ill.
BUEHLMAN, CLINT
WBEN, Buffalo, N. Y.
Clint Buehlman
BULL, BULKELEY, THAD
KREO, Bakersfield, Calif.
BULL, FRANK
KFWB, Hollywood, Calif.
America Dances

MAURICE HART
"START THE DAY RIGHT"
6 to 7 A.M.
"THE HOLLYWOOD BANDSTAND"
10 A.M. to 1 P.M.
Daily
Monday through Saturday
K.F.W.B.
Hollywood, California
Management
M.C.A.

DEAR ANYBODY (and that means you!):

In case anybody cares who reads this, I'd like to go on record as reminding you that I am CREDITED with having brought more "FIRSTS" to radio than any other guy.

So?—so nothing!—While the others CASH IN ON MY BRAINSTORMS AND TALENTS, I don't even get the chance to swipe back my own ideas!

But I don't care. TELEVISION IS COMING IN . . . AND THAT'S WHEN I'LL BRING BACK RADIO!

ALAN COURTNEY
WNEW—12 NOON DAILY

P. S.—CALL ME ANYTIME.
MU. 2-7001

Write or wire
415 Lexington Ave., N. Y. C.

BULLINGTON, WILLIAM
KSGM, Ste. Genevieve, Mo.
Music Madness
BULOW, HARRY
WJPR, Greenville, Miss.
Musical Clock
BUNN, JIM
KCMO, Kansas City. Mo.
Meet Mr. Music
BURGE, RALPH
WMPS, Memphis, Tenn.
Rhythm Express
Ralph's Record Shop
Let's Get Up
BURGESS, HARRY C.
WISE, Asheville, N. C.
BURKE, JACK
WICY, Malone, N. Y.
1490 Club
BURKE, RAY
WAIR, Winston-Salem, N. C.
Late Date
BURNETTE, JACK
WALT, Tampa, Fla.
Jooking with Jack
BURNS, ED
WGNY, Newburgh, N. Y.
On the Bandstand
BURNS, STAN
WINS, New York
BURT, GARLAND
WJOI, Florence, Ala.
SSL Hillbillies
BURT, RICHARD
WSAY, Rochester, N. Y.
Timekeeper
BURTON, BOB
WEEK, Peoria, Ill.
Juke Box Revue
BURTON, LINN
WAAF, Chicago, Ill.
Linn Burton Show
BUTLER, DON
WGBS, Miami, Fla.
BYRD, HERB
KXLR, North Little Rock Ark.
After Hours
Boogie and Blues
BYRNES, SYD
WCPS, Tarboro, N. C.
Alarm Clock Club

— C —

CADDELL, GRAHAM
WOLS, Florence, S. C.
Sunrise Serenade
Hill Billy Jamboree
CAIRNEY, JIM
WDSG, Dyersburg, Tenn.
Night Patrol
CALDWELL, FRED M.
KVET, Austin, Tex.
Music Matinee
CAMPBELL, BOB
KWIK, Burbank, Calif.
CAMPBELL, DICK
WDVA, Danville, Va.
Alarm Clock Club
CAMPOS, LALO
KVET, Austin, Tex.
Noche de Fiesta
CANNADY, BILL
WJMO, Cleveland, Ohio
Swing with Bill
CANSLER, KEN
KSEK, Pittsburg Kans.
Dancing the Polka
CARMMELA, LARRY
KYJC, Medford, Ore
Your Request
CARD, CLELLAN
WCCO, Minneapolis, Minn.
Card's Midnight Show
CARLSON, WILL
WTOD, Toledo, Ohio
Yours for the Asking
CARMAN, JOHN
WHLS, Port Huron, Mich.
Yawn Patrol
CARPENTER, BILL
WSNY, Schnectady, N. Y.
Wake-up Time
CARPENTER, CLAYTON
KWRC, Pendleton, Ore.
CARRIGAN, BILL
WKRM, Columbia, Tenn.
Stardust Special
CARROLL, BROOKE
KGVL, Greenville, Tex.
The Brooke Carroll Show
CARROLL, RAY
WHOM, New York City
After Hours
CARSSON, ED
WMAM, Marinette, Wisc.
570 Club
CARSWELL, TOM
WCOA, Pensacola, Fla.
Matinee in Rhythm
CARTER, CAL
KAMD, Camden, Ark.
Musical Clock
CARTER, ED
WACE, Chicopee, Mass.
730 Club

TED STEELE

JOHNNY CLARKE
and his Alter Ego
(one on the right is Clarke)
La 4-1200

CARTER, JACK
KSEO, Durant, Okla.
Radio Juke Box
CARTER, LeROY
KCTX, Childress, Tex.
Carters Clambake
CARTER, VERNON
WRRF, Washington, N. C.
CASE, KEN
KBON, Omaha Nebraska
1490 Swing Club
CASE, LEE
WCHA, Chambersburg, Pa.
Alarm Clock Club
CASSEL, CHUCK
WDAD, Indiana, Pa.
Jukebox Serenade
CATE, LOU
WENY, Elmira, N. Y.
CATER, VERNON
WRRF, Washington, N. C.
Early Bird Program
CAUDILL, CARL
WGTL, Kannapolis, N. C.
870 Club
CAUSEY, DONALD H.
KHOZ, Harrison, Ark.
Rise and Shine
CAVANAUGH, J.
WARD, Johnstown, Pa.
Hiah Neighbor
CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.
Jr. Disc Jockeys
CECIL, CHUCK
KFLW, Klamath Falls, Ore.
Requestfully Yours
CHADDOCK, ROB'T. N.
KLPR, Oklahoma City, Okla.
Jamboree

CHANEY, BILL
KXO, El Centro, Calif.
3:30 Club
CHANEY, CHARLES
KMYC, Marysville, Calif.
Moonlight Ballroom
CHAPEAU, TED
WMBR, Jacksonville, Fla.
Lazy Bones
CHAPMAN, FRED
WILK, Wilkes Barre, Pa.
Whistling in the Dark
CHARLES, ROBERT
KWTX, Waco, Tex.
Request Club
CHARLES, DOSS
WHMA, Anniston, Ala.
CHASE, EDDIE
KFVD, Los Angeles, Calif.
Eddie Chase Show
CHASE, EDDIE
WOOD, Grand Rapids, Mich.
Off the Record
CHASTAIN, TONY
WGBS, Miami, Fla.
The Nightwatch
CHRISTENSON, FRED
WMPS, Memphis, Tenn.
It's the Tops
CHURCHES, GLENN
KCRA, Sacramento, Calif
CLARK, DOUGLAS
KWEM, West Memphis, Ark.
Western Trails
CLARK GORDON
KRAL, Rawlins, Wyoming
Moods in Melody
CLARK, GORDON L.
KPBX, Beaumont, Tex.
Revolving Bandstand

CLARK, HENRY
WMFF, Plattsburg, N. Y.
Discs & Data
CLARK, LOWELL
KGFF, Shawnee, Okla.
Dinner Dance
CLARK, WARREN
KBOL, Boulder, Colo.
Musical Clock
CLARKE, JIMMY
WAZL, Hazleton, Pa.
Melody Hour
CLARKE, JOHNNY
Announcer, Narrator. b. Kingston, Ohio, May 10, 13 ed. U. of Cinn. Cinn. Conservatory of Music, Miami U. (Ohio). Going to Town; Three Corner Club, WINS; Rittenhouse Chimes Show (Tele).
CLARKE, PAUL
WMT, Cedar Rapids, Iowa
Borden's Ballroom
CLARY, SKEETS
KOSA, Odessa, Tex.
Melody Shop
CLAYTON, BOB
WHDH, Boston, Mass
Boston Ballroom
CLEAVER, MARSHALL
WKAP, Allentown, Pa.
Down on the Farm
Polka Dots
Yawn Patrol
CLEVELAND, BILL
KMYC, Marysville, Calif.
Bill Cleveland's Bandstand
CLEVELAND, CARLTON
WCRW, Chicago, Ill.
Evening Serenade

TEDD LAWRENCE
"Swingtime"
"Hall Of Fame"
WHN

JACK LACY
"Listen To Lacy"
WINS

CLIFFER, MAURI
KMPC, Los Angeles, Calif.
CLIFTON, JACK
KPRL, Paso Robles, Calif.
Music Hour
CLIFTON, JACK
WAKR, Akron, Ohio
CLINE, CLAY
WJZM, Clarksville, Tenn.
Midnight Masquerade
CLOSE, VIVIAN
KPDR, Alexandria, La.
Close to You
COCHRAN, PAUL
KWHK, Hutchinson, Kans.
1190 Club
CODDON HAL
KFMB, San Diego, Calif.
Cheatin' on The Sandman
COLE, FRED B.
WHDH, Boston, Mass.
Carnival of Music
COLEE, DONN RAMON
WLBF, Leesburg, Fla.
Platter Party
COLEMAN, PAUL
WINR, Binghamton, N. Y.
Timekeeper
COLLIE, BIFF
KSIX, Corpus Christi, Tex.
Mailman's Matinee
COLLINS, JOHN S.
KBIR, Knoxville, Tenn.
1240 Club
COLVIN, BILL
WPAX, Thomasville, Ga.
Musical Clock
COMBES, JACK
WFUN, Huntsville, Ala.
Insomniac Serenade
COMBS, MORRISON
WSIC, Statesville, N. C.
Musical Clock
CONDIT, BUD
WCAX, Burlington, Vt.
Turntable Terrace
CONGER, FRED
WREN, Topeka, Kans.
Variety Matinee
CONEY, LARRY
WHAI, Greenfield, Mass.
Housewive's Serenade
CONGER, BOB
WKBK, Detroit, Mich.
CONNER, BILL
WEBC, Duluth, Minn.
Friendly Time
CONNORS, TED
WFMJ, Youngstown, Ohio
1450 Club
CONWAY, TOM
Time for Dancing
WHIS, Bluefield, W. Va.
COOK, BOBBY
Mountain Jamboree
WHTN, Huntington, W. Va.
COOK, CARL
KTMS, Santa Barbara, Calif.
Bar None Roundup
COOK, IRA
KFAC, Los Angeles, Calif.
Lucky Lager Dance Time
COOK, JIM
KFDA, Amarillo, Tex.
12:30 Club
COOK, JOE
KDAL, Duluth, Minn.
Open House
COOK, PHIL
WCBS, N. Y.
COOK, RICHARD
WMRN, Marion Ohio
Matinee Variety
Club 1490
COOK, WALTER
KVER, Alburquerque, New Mexico
Teen Agers
COOKE, JOHN
KTRH, Houston, Tex.
COONTZ, EDDIE
KTUL, Tulsa, Okla.
Morning Watch
KOMA, Oklahoma City, Okla.
Eddie's Corner Store
COOPER, JACK
WAAF, Chicago, Ill.
"Jivin" With Jack Cooper
COOPER, JACK L.
WSBC, Chicago, Ill.
Gloom Chasers
Search for Missing Persons
Rug Cutters
COOPER, JIM
WFNC, Fayetteville, N. C.
Musical Clock
COPE, FRANK
KJBS, San Francisco, Calif.
Alarm Klok Klub
COPELAND, JACK
WWWB, Jasper, Ala.
Flip The Platter
CORCORAN, BILL
WJBO, Baton Rouge, La.
Coffee Time
CORDELL, BOB
WKBK, Detroit, Mich.
Corn Till Morn

BILL LEYDEN

Hollywood

CORLEY, BOB
WGRV, Greeneville, Tenn.
1340 Club
CORNELL, CURLY
WADC, Akron, Ohio
CORNWELL, BLAINE
KXLW, St. Louis, Mo.
Record Time
Today's Top Ten
CORWIN, HAL
KSRV, Ontario, Ore.
The Corwin Show
COSTLEY, JAN
WINR, Binghamton, N. Y.
You Name It

COURTNEY, ALAN
Radio broadcaster, disc jockey, MS; b. New York, N. Y., Nov. 29, 1912; NYU; Fordham Univ.; Courtney's Record Carnival (MBS); MC for Korn Kobblers (Recorded); Calling All Girls; Courtney's Campus Club; WNEW Varieties.

CRABLE, BILL
WCOA, Pensacola, Fla.
Lullaby in Rythm
CRAIG, ED
WBLJ, Dalton, Ga.
Tea Time Tunes
CRAIG, FRANCIS
Featured by Francis Craig
WSM, Nashville, Tenn.
CRAIG, GLEEN
KCLE, Cleburne, Tex.
All Hillbilly Shows
CRAIN, MARVIN
KNET, Palestine, Tex.
CAMER, BILL
KOAM, Pittsburg, Kans.
Star Preview
CRAMER, TED
WKY, Oklahoma City, Okla.
Time & Tune Parade
CRANDALL, PAUL
WBLJ, Dalton, Ga.
Breakfast Express
CRANNA, JIM
WSLB, Ogdensburg, N. Y.
1400 Club
CRAVEN, HAROLD
WMFR, High Point, N. C.
Off the Record
CRESWELL, DICK
KELO, Sioux Falls, S. Dak.
Requestfully Yours
CRIST, JIM
WITH, Baltimore, Md.
Tello-Test
CROCKER, LEE
KDMO, Carthage, Mo.
Needlework
CROCKER, ROY
WMMT, McMinnville, Tenn.
1230 Club
CUETARA, RICK
KCOY, Santa Maria, Calif.
June Box Revue
CULVER, CAL
KFYR, Bismarck, N. Dak.
Saturday Swing Session
CUMMINGS, AL
WARL, Arlington, Va.
Cummings Corner
CUMMINS, RAY
WMBL, Morehead City, N. C.
Hillbilly Hit Parade
CUNNINGHAM, BOB
KSVP, Artesia, N. Mex.
Jam for Supper
CURD, LARUE
KRSC, Seattle, Wash.
Top O' The Morning
CURTIN, DAVID
WRNY, Rochester, N. Y.
Clock Watcher
CUSICK, FRED
WBET, Brockton, Mass.
Platter Patter
CUTRER, TOMMY
WSLI, Jackson, Miss.
930 Club

— D —

DAILEY, TOM
KWK, St. Louis, Mo.
The Tome Daile Show
DAILY, DICK
WFOY, St. Augustine, Fla.
1240 Club
DALTON, BOB
WRNL, Richmond, Va.
Requestfully Yours
DANA, LES
WSPD, Toledo, Ohio
Show Time
DANIELS, ED
WGRV, Greeneville, Tenn.
Luncheon Melodies
DANIELS, MERILL
WRRF, Washington, N. C.
Tunes, Time and Shopping Tips
DARLEY, LARRY
KVOP, Plainview, Tex.
All-Request
DAUGHERTY, BERT
KWAL, Wallace, Idaho
Yours for the Asking
Music for you
DAVID, ART
KGYW, Vallejo, Calif.
Early Worm
DAVID, TOBY
WJR, Detroit, Mich.
DAVIDSON, BRYAN
WSON, Henderson, Ky.
Melody Time
DAVIDSON, BYRON
WAOV, Vincennes, Indiana
1450 Club
DAVIES, LAWSON S. C.
KCSU, Provo, Utah
Diggin' the Discs with Davies
DAVIS, CLYDE C.
WAYX, Waycross, Ga.
Morning Rise'n Shine
DAVIS, DON
KFRC, San Francisco, Calif.
Flying Discs
DAVIS, ED.
WFPG, Steel Pier, Atlantic City, N. J.
Midnite Platter Party
DAVIS, EDDIE
WTOC, Savannah, Ga.
Alarm Clock Club
DAVIS, HAL
KCMJ, Palm Springs, Calif.
Music for the Party
DAVIS, JOHN LEE
WKEY, Covington, Va.
DAVIS, OVIDE
KCIL, Houma, La.
1490 Club
DAWSON, BILL
WPAY, Portsmouth, Ohio
Housewives Requests
1400 Club
DEAL, JOHN H.
WHCU, Ithaca, N. Y.
Time Service
DEAN, BILL
KBIX, Muskogee, Okla.
Turntable Terrace
DEANE, JOE
WHEC, Rochester, N. Y.
Open House
DEBERING, HARV
KSRV, Ontario, Ore.
10 O'clock Special
DEBIE, DICK
KSIG, Crowley, La.
Tic Tock Tunes
DECKER, VIC
WCMW, Canton, Ohio
Timken Time
DEE, TOMMY
WBST, South Bend, Ind.
Rise and Shine
DeMARSE, WILLARD
WRNY, Rochester, N. Y.
Melody Matinee
DeMILLE, STAN
KSUB, Cedar City, Utah
Columbia Record Shop
DENNEY, ROLAND
KPLT, Paris, Tex.
Cowboy Rhythms
DEPPEN, STAN
WSBA, York, Pa.
Literature on Request
DEUTSCH, EMERY
WQXR, New York, N. Y.
Gypsy Melodies
DeVICTOR, MARTY
WBNS, Columbus, Ohio
Marty's Party
DEVLIN, ANDREW
WWBZ, Vineland, N. J.
Platter Parade
DEVONCHIK, JOE
WMBL, Morehead City, N. C.
Musical Reveille
DEVORE, TOM
KVOO, Tulsa, Okla.
Music Room
DeWALD, DON
KHUB, Watsonville, Calif.
Music Box Revue
DICKENS, JIMMY
WKNX, Saginaw, Mich.
Melody Ranch
DICKLER, SID
WMCK, McKeesport, Pa.
Meet the Maestro
DICKSON, DICK
WARS, Wilmington, Dela.
Today's Top Tunes
DIETRICH, RAY
KIST, Santa Barbara, Calif.
Sun-KIST Show
DIGESU, FRED
WJHO, Opelika, Ala.
All-College Review
DILL, GLEN
WTSP, St. Petersburg, Fla.
The Sundial
DILLINGHAM, ALEX
WILS, Lansing, Mich.
Record Time
DILLNER, BILL
WEDC, Chicago, Ill.
Midnight Flyers
DINSMORE, ED
WCOP, Boston, Mass.
Ed Dinsmore Show
DIX, JACK
WHBQ, Memphis, Tenn.
Mr. Beecure's Waxworks
DIXON, BILL
WTCB, Flint, Mich.
Record Lounge
DIXON, PAUL
WCPO, Cincinnati, Ohio
The Paul Dixon Show
DOBBINS, JOE
WBNS, Columbus, Ohio
Yawn Patrol
DODD, SAM
WAOV, Vincennes, Ind.
Sad Sam—The Record Man

DODGE, OTIS
WHTB, Talladega, Ala.
Yawnbusters
DOLAN, EDDIE
KLOK, San Jose, Calif.
Platter Party
DON, UNCLE
WOR, New York, N. Y.
Uncle Don's Record Party
DONALDSON, BOB
WMGY, Montgomery, Ala.
Wax-Works
DONALDSON, CHRIS
WOI, Ames, Iowa
Today's Music
DONALDSON, EARN
KALL, Salt Lake City, Utah
Melody Mac & Vern
DOOLEY, PETER
WFKY, Frankfort, Ky.
Dance with Dooley
DOREY, RAY
WBZ-WBZA, Boston, Mass.
Turntable Terrace
DORSEY, BILL
WSKY, Asheville, N. C.
Rhythm Ranch & Sunny Side
DORSEY, JOE
WEMP, Milwaukee, Wis.
Wire Request
DORSEY, TOMMY
WMCA, New York, N. Y.
WHDH, Boston, Mass.
WMMJ, Peoria, Ill.
The Tommy Dorsey Show
DOUGLAS, VAN
WKBK, Detroit, Mich.
Harlem on Parade
DOYLE, JOHN
KIT, Yakima, Wash.
Johnny Come Early
DREPPERD, BOB
WLOW, Norfolk, Va.
Morning in Norfolk
DREYFUSS, DICK
WAGM, Presque, Isle, Me.
Pop Melody Time
DRILLING, JOE C. JR.
KCOK, Tulare, Calif.
Date With A Disc
DU BOIS, CHUCK
KMBY, Billings, Mont.
1240 Club
DUFFY, BOB
WLNH, Laconia, N. H.
At Your Request
DUGDALE, CHARLES
KOIL, Omaha, Nebr.
Melody-Go-Round
DUGGAN, TOM
KEEN, San Jose, Calif.
KEEN Kapers
DUGGERS, MELVIN
WKRM, Columbia, Tenn.
Hillbilly Melodies
DUKE, TOMMY
WMLT, Dublin, Ga.
WMLT Dancing Party
DUNCAN, JIM
WEBQ, Harrisburg, Ill.
Requestfully Yours
DUNDAS, BOB
KTHT, Houston, Tex
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
Dial Dunlap
DUPUY, MONTY
WNCA, Asheville, N. C.
Requestfully Yours
DURST, LAVADA
KVET, Austin, Tex.
Rosewood Ramble
DWYER, DONN
KFNF, Shenandoah, Iowa
Watching the Grooves
DYER, DON
WAYB, Waynesboro, Va.
Your choice

— E —

EARLE, BOB
WKOW, Madison, Wisc.
Midnight in Madison
EARLE, BOB
WROK, Rockford, Ill.
1440 Club
EAST, HARRY
WDAK, Columbus, Ga.
Talk of the Town
EATON, E.
WAIM, Anderson, S. C.
EATON, GORDON
WCCO, Minneapolis, Minn
Music Made in USA
ECKERT, ED
WKNY, Kingston, N. Y.
Musical Clock
ECKLES, DAMON
WTSP, St. Petersburg, Fla.
Junior D J Club
ECKLES, POP
WBGE, Atlanta, Ga.
EDELL, BOB
WJBC, Bloomington, Ill.
Tik Tok Time
EDGAR, BILL
WBEJ, Elizabethton-Johnson City, Tenn.
Breakfast Club
EDNEY, GRADY
WLOS, Asheville, N. C.
Skyland Ballroom
EDWARDS, FRED
KRLD, Dallas, Tex.
EDWARDS, JOHNNY
KATL, Houston, Tex.
Chuckwagon Call
EDWARDS, LEE
WLIP, Kenosha, Wisc.
Chore Time
Let's Go Show
EDWARDS, MARTIN
WANN, Annapolis, Md.
Matinee Music
EIGEN, JACK
WINS, New York ,N. Y.
Meet Me at the Copa
EILERS, BILL
KEEN, San Jose, Calif.
Saddle Pals
EKKER, GERALD
KBIO, Burley, Ida
Saturday Afternoon Swing Session
ELLIN, MARVIN
WCAO, Baltimore, Md
Varieties
ELLINGTON, DUKE
NBC—CBS—MBS—WMCA.
ELLINGTON, STEVE
KOAC, Corvallis, Ore.
Ride 'Em Cowboy
ELLIOTT, BOB
WHDH, Boston, Mass
Back Day Matinee
ELLIOTT, DON
WEAS, Decatur, Ga.
Mike Fright
ELLIOTT, DOYCE
KXOX, Sweetwater, Tex.
Coffee Cup Review
ELLIOTT, JAY
WBBC, Flint, Mich.
Tommy Dorsey Show
ELLIOTT, PERRY
WRLD, West Point, Ga.
Round-Up Time
ELLSWORTH, JACK
WHIM, Providence, R. I.
Record Review
ELSNER, ROY
KECK, Odessa, Tex.
Melody Matinee
920 Special
ENGLE, HOLLAND
WGN, Chicago, Ill.
ENGLISH, JIMMY
WKYB, Paducah, Ky.
Saturday Session
ENTERLINE, BERNE
WMMJ, Peoria, Ill.
1020 Club
Bern's Bandstand
ERWIN, TOMMY
KVLF, Alpine, Tex.
Platter Party
Alarm Clock Club
Cavalcade of Music
EUBANKS, BOB
KORE, Eugene, Ore.
At Your Command
North's Melody Inn
EVANS, BILL
WGAU, Athens, Ga.
Good Morning Circle
EVANS, BILL
WGN, Chicago, Ill.
EVERSON, CHRIS
WMOX, Meridian, Miss.
Solid Senders
EVANS, DON
WGKV, Charleston, W. Va.
Ham N' Eggs
EVANS, JEFF
KRUL, Corvallis Ore.
Early Worm Club
EYCK, SID TEN
KSAN, San Francisco, Calif
Sid Ten Eyck Show

— F —

FACEMEYER, ROY
WSNJ, Bridgeton, N. J.
Jersey Jamboree
FAGAN, FRANK
WGTC, Greenville, N. C.
Block Party
FAIR, JIM
WLEE, Richmond, Va.
Spotlite on Music
FARBER, BURT
WSAI, Cincinnati, Ohio
Burt Farber Show
FARKAS, REMY
WQXR, New York, N. Y.
Record Rarities
FARMER, JON
WAGA, Atlanta, Ga.
Early Worm
Hillbilly Hit Review
FARRELL, MAURY
WAPI, Birmingham, Ala
Matinee In Birmingham
FAULKNER, BILL
WISH, Indianapolis, Ind.
Whoosier Requesime
FAUST, BOB
KVOW, Littlefield, Texas
FAY, LEW
KONO, San Antonio, Tex.
10 O'clock Tunes
Rythm & Romance
FETHERSTONE, CHARLIE
WWSC, Glens Falls, N. Y.
Charley Featherstone
FELLER, SHERM
WEEI, Boston, Mass
Club Midnight
FELTON, BILL
WNAM, Neenah, Wisc.
Valley Varieties
FERGUSON, BILL
WHHT, Durham, N. C.
Midnight Serenade

FERGUSON, JIM
WCBT, Roanoke Rapids, N. C.
Especially for You
FERRIBY, ERNEST
WHLS, Por Huron, Mich.
12 O'clock Club
FIELD, CHAS,
KWIN, Ashland, Ore.
Wake up Rogue Valley
FIELDER, JOHN
WHBT, Harriman, Tenn.
Shoppers Express
FINCH, BUD
WELI, New Haven, Conn.
Coffee Club
FINNERTY, HUGH
KCRC, Enid Okla.
Matinee Time
Screen Song Hits
FISHER, JIM
WFOY, St. Augustine, Fla.
Ham 'n Eggs
FISHER, AL
WFMJ, Youngstown, Ohio
FISHER, LARRY
KVKM, Monahans, Tex.
Alarm Clock Club
FISK, JIM
KGFN, Grass Valley, Calif.
Anything Can Happen
FITZGERALD, GORDON
WBAP, Fort Worth, Tex.
Time and Tempo
FLAHERTY, BOB
WSKY, Asheville, N. C.
Melody Matinee
FLANNIGAN, LON
WGVA, Geneva, N. Y.
Really The Blues
FLECEY, JERRY
WGAM, Presque Isle, Me.
Let's Dance
FLEISCHMAN, SOL, J.
WDAE, Tampa, Fla.
Wake up Tampa
FLEMING, JOEL
WPAM, Pottsville, Pa.
Anthracite Club
FLEMING, ROBERT
KID, Idaho Falls, Idaho
The Fleming Show
Swingtime
FLETCHER, FRED
WRAL, Raleigh, N. C.
Tempus Fugit
FLORENCE
WGAY, Silver Spring, Md.
Florence, Girl Disc Jockey
FOLAND, MYLES
WWXL, Peoria, Ill.
Foland Revue
FORBES, BOB
WJMX, Florence, S. C.
Alarm Clock
FORD, ART
WNEW, New York, N. Y.
FORD, ERNEST J.
KFXM, San Bernardino, Calif.
Dude Ranch Party
FORD, JOHN
WTCN, Minneapolis, Minn.
John Ford Show
FORD, MILTON Q.
WWDC, Washington, D. C.
Morning Show—6 to 9:15
FORMAN, WIN
WARM, Scranton, Pa.
Sunny Side of the Street
FORSTER, BOB
WICA, Ashtabula, Ohio
Wake up and Scream
FORSTER, ROGER
WEOA, Evansville, Ind.

FORSYTHE, JIM
WDSO, New Orleans, La.
In the Groove
FOSTER, BIL
WABJ, Adrian, Mich.
Radio Juke Box
FOWLER, FROSTI
KWSC, Pullman, Wash.
Jive at Five
FOWLER, J. B.
WPAD, Paducah, Ky.
Platter Parade
FOWLER, JIM
WGPC, Albany, Ga.
Record Shop
FOWLER, JUDGE
WGPC, Albany, Ga.
Musical Clock
FOX, BILL
KGY, Olympia, Wash.
FOX, FRANCKE
WHLN, Harlan, Ky.
Doghouse Program
FOX, GARY
KILO, Grand Forks, N. D.
Band Of The Day
FOX, SYLVAN
KSYL, Alexandria, La.
1400 Melody Lane
FOY, FRED
WXYZ, Detroit, Mich.
Sunrise Serenade
FRANCIS, AL
WKST, New Castle, Pa.
Name the Program
FRANCIS, JOE
WNHC, New Haven, Conn.
Musical Mail Call
Night Club of the Air
FRANK, PAUL B.
WHKC, Columbus, Ohio
FRANKLIN, DON
WTMC, Ocala, Fla.
Melody Lane
FRANKLIN, JOHN
KTKC, Visalia, Calif.
940 Alarm Clock
FRAY, JACQUES
WQXR, New York, N. Y.
Listening with Jacques Fray
FRAZIER, BOB
WMMN, Fairmont, W. Va.
Alarm Clock
920 Club
FRAZIER, HAL
WMVA, Martinsville, Va.
FRAZIER, JIM
WMNC, Morganton, N. C.
Record Request Show
FREDRICS, FRANK
WTAM, Cleveland, Ohio
Frank Fredrics
FREEBAIRNSMITH, THOMAS
KFWB, Hollywood, Calif.
FREED, ALAN
WAKR, Akron, Ohio
Request Review and Matinee
FREIMAN, PAUL
KCOK, Tulare, Calif.
Records in Review
FRENCH, CHARLIE
WWNR, Beckley, W. Va.
Hillbilly Jamboree
FRENCH, JACK
KILO, Grand Forks, N. D.
Off The Record
FRIELING, JIM
WEBR, Buffalo, N. Y.
Featuring Frieling
FRISTOE, WILTZ
WJJM, Lewisburg, Tenn.
Breakfast Club
Swing Club

FRITSCH, ELWOOD
KXOX, Sweetwater, Tex.
Sat. Hit Review
FRITZ, DONALD
WHKC, Columbus, Ohio
FROST, BILL
KGFN, Grass Valley, Calif.
Dance Time
FROST, JACK
WGH, Newport News, Va.
Clock Watcher
FROST, JACK
WMIN, St. Paul, Minn.
Requestfully Yours
FRYMIRE, LARRY
WKAR, East Lansing, Mich.
Dawn Salute
FULLER, BOB
WKNE, Keene, N. H.
FULMER, ALLAN
WFIG, Sumter, S. C.
Hits of the Week
FULSOM, JERRY
KADA, Ada, Okla.
Melody Roundup
FUSCO, DAN
WKAL, Rome-Utica, N. Y.
The Timekeeper

— G —

GABRIEL, DON
WJW, Cleveland, Ohio
Dawn's Early Light
GAGNON, ED
WMFF, Plattsburg, N. Y.
Midnight in Plattsburg
GAINES, JERRY
WPPA, Pottsville, Pa.
1360 Club
GALLAHER, EDDIE
WTOP, Washington, D. C.
Moondial
GAMBLE, BILL
KFRU, Columbia, Mo.
Pin Up Melodies
GAMBLING, JOHN
WOR, New York, N. Y.
Rambling with Gambling
GARCIA, GENE
WALT, Tampa, Fla.
Uncle Gean
GARLAND, HOWARD
WDVA, Danville, Va.
Juke Box Revue
WAX Museum
Midnight Serenade
GARRITY, BOB
WHON, N. Y.
GARROWAY, DAVE
WMAQ, Chicago, Ill.
11:60 Club
Dave Garroway Show
GAY, CONNIE B.
WARL, Arlington, Va.
Let's Be Gay
GEARHART, VAL
KFXM, San Bernardino, Calif.
Open House
GEE STAN
WGAR, Cleveland, Ohio
Impressions in Wax
GEHLERT, BILL
WTEL, Philadelphia, Pa.
GENTRY, BILL
WKNA, Charleston, W. Va.
Top O' Morning
GEORGE, NELSON
WDBO, Orlando, Fla.
Yawn Patrol
GERM, BUD
WHLB, Virginia, Minn.
Polka Party
GHIORSE, LARRY
WBET, Brockton, Mass
Turntable Terrace

GIBBONS, JIM
KTNM, Tucumcari, New Mexico
Quiz 'Em With Rhythm
GIBBONS, JIM
WMAL, Washington, D. C.
Town Clock
GIBNEY, JOE
KLIX, Twin Falls, Idaho
Poe's CLICKS Club
GIBSON, DON
WJRI, Lenoir, N. C.
Midnight Dancing Party
GIBSON, GERRY
WJOY, Burlington, Vt.
4:45 Special
GILBERT, DICK
KRUX, Phoenix & Glendale, Arizona
Latin-American Hour
The Dick Gilbert Show
GILLARD, MARSHALL
WAIM, Anderson, S. C.
GILLESPIE, BOB
WONS, Hartford, Conn.
Turntable Memories
GILLIAM, ROBERT
WKBB, Dubuque, Iowa
Off the Record
GILMAN, HAL
WSLB, Ogdensburg, N. Y.
At Your Request
GILMORE, BRUCE
WABJ, Adrian, Mich.
Matinee at Club 1500
GINGERY, LOUDEN
KVAK, Atchison, Kan.
1450 Club
GITTUS, ART
WABJ, Adrian Mich.
Record Shop
GLACKIN, W. O.
WWWB, Jasper, Ala.
Morning Music
GLADNEY, NORMAN
WWDC, Washington, D. C.
Tune Inn
GLOVER, WILLARD
WMBS, Uniontown, Pa.
Request Express
GLYNN, JACK
KIUL, Garden City, Kans.
Coffee Club
GOBER, JIM
KNOW, Austin, Tex.
Rhythm Roundup
GOERNER, BOB
KQW, San Jose, Calif.
Curfew Club
GOMON, ED
WHMA, Anniston, Ala.
Supper Serenade
GONZALAS, NAP
KVSF, Santa Fe, N. M.
Santa Fe Hour
GOODMAN, DAVE
WFUN, Huntsville, Ala.
Fun Time
GORDON, KEITH
KFKA, Greeley, Colo.
It's Time to Dance
GORDON, BILL
WHHM, Memphis, Tenn.
1340 Club
GORMAN, M. C.
WSGC, Elberton, Ga.
Rise & Shine
GOSLIN, JOHNNY
KRUL, Corvallis, Ore.
Hi Jinks
GOULD, DICK
WLOW, Norfolk, Va.
Who's Singing that Song
GOULDY, TED
WBAP, Fort Worth, Tex.
Sat. Morning Round-Up
GROVE, ELLIOTT
WSYR, Syracuse, N. Y.
Club 570
GRADY, JOE
WPEN, Phila., Pa.
950 Club
GRAHAM, HERB
KFEQ, St. Joseph, Mo.
KFEQ Disc Derby
GRANAS, MORT
WTBC, Tuscaloosa, Ala.
Platter Parade
GRANT, JIM
WSPB, Sarasota, Fla.
The Dream Smasher
GRANT, KEN
KMAC, San Antonio, Tex.
Hillbilly Hit Parade
GRAULICH, BERT
WBAY, Coral Gables, Fla.
GRAY, BARRY
WKAT, Miami Beach, Fla.
GRAY, CLIFF
WSPA, Spartanburg, S. C.
GRAY, DON
WADE, Wadesboro, N. C.
GRAY, FRED
WGWR, Asheboro, N. C.
Record Roundup
GRAY, GORDON
WJR, Detroit, Mich.
GRAY, HU
KTSW, Emporia, Kansas
Music Makers Jamboree
GRAY, JOHNNY
WELM, Elmira, N. Y.
Sunrise Serenade
GRAY, MITCH
WJPA, Washington, Pa.
Breakfast with You
GRAYSON, JAY
WANN, Annapolis, Md.
Yawn Patrol
GRAYSON, MEL
WSSV, Petersburg, Va.
Mood Indigo
GREBE, FRED
WHAI, Greenfield, Mass.
Musical Mailman
GREEN, ART
WINS, WNEW, N. Y.
GREEN, JOHNNY
KVFD, Fort Dodge, Ia.
78 'till 12
GREENE, CARL
KSON, San Diego, Calif
Carl Calls
GREGORY, GREG
KVER, Albuquerque, New Mexico
Music for the Girls
GREGG, TOM
WREN, Topeka, Kans.
The Nightwatchman
GREGSON, JACK
KSFO, San Francisco, Calif
GREY, JERRY
KCHS, Hot Springs, New Mexico
Wake up Hot Springs
GRIBBLE, JACK
KFBC, Cheyene, Wyoming
1240 Club
GRIFFIN, DAN
WGTM, Wilson, N. C.
Mail Bag
GRIFFITH, BILL
KOL, Seattle, Wash.
Date Disc
GRIFFITH, JIM
KFDM, Beaumont, Tex.
Rythm Time
GROFF, WILL
WJEJ, Hagerstown, Md.
Rise and Shine
GROHMAN, JIM
WFPG, Steel Pier, Atlantic City, N. J.
Musical Clock
GROSS, CLAIR
KSIB, Creston, Iowa
Mystery Melody
GROVE, BILL
WFNC, Fayetteville, N. C.
Fort Bragg Hour
GROVE, JERRY
WPAY, Portsmouth, Ohio
Musical Clock
GUARDINO, M. J.
KUIN, Grants Pass, Ore.
Afternoon Jamboree
GUESS, BOB
WLBH, Mattoon, Ill.
Request Time
GUNDERSON, DALE
KXRO, Aberdeen, Wash.
Make Mine Music
GUNNELLS, BARBARA
WKBK, Detroit, Mich.
Royalties of Jazz
GUNTHEROTH, HARRY
KOME, Tulsa, Okla.
GUTHRIE, BILL
WTAW, College Station
Coffee Club
GUY, AUBREY
WMC, Memphis, Tenn.
Bandstand Serenade
GWYN, JACK
KTBC, Austin, Tex.
Coffee Time
GWYNN, Z. V. "Easy"
WIBC, Indianapolis, Ind.
Easy Does It
Easy Listening

— H —

HADLEY, BILL
KXLR, N. Little Rock, Ark.
Collector's Corner
Juke Box Revue
HADLEY, DOUG
WJPF, Herrin, Ill.
Tops in Tunes
HAGAN, STAN
WMAN, Mansfield, Ohio
Wake up and Live
HAGEMAN, JIM
WCHV, Charlottesville, Va.
Musical Clock
HAGEN, CLIFF
KGDM, Stockton, Calif.
Melody Hour.
HALE, BILL
WBEJ, Elizabethson,-Johnson City, Tenn.
1240 Club
HALE, BILL
WROM, Rome, Ga.
Records at Random
HALL, CHARLES E.
WCSC, Charleston, S. C.
HALL, NORMAN
WOMI, Owensboro, Ky.
Strictly Informal
HALL, RUSS
WFAA, Dallas, Tex.
Once Over Weekly
HALL, WILLIAM
KVMT, Twin Falls, Idaho
HALLENBECK, KEN
WKNE, Keene, N. H.
HALLOCK, WILES
WNAE, Warren, Pa.
Mile of Smiles
HAMILTON, JOE
WLBJ, Bowling Green, Ky.
Get Up & Grin

HAMILTON, JOHN
KPRL, Paso Robles, Calif.
Uncle Johnny's Bandbox
HALLWOOD, DICK
WBBC, Flint, Mich.
After Hours Club
BBC Ballroom
HAMMOND, CHARLES
WMBO, Auburn, N. Y.
Musical Clock
HANCOCK, JOHN
WFRP, Savannah, Ga.
Danceland
HANNAH, BOB
WFIG, Sumter, S. C.
Musical Clock
HANNAH, LLOYD
KELA, Centralia & Chehalis, Washington
Insomnia Club
HANRAHAN, ED
WITH, Baltimore, Md.
HANSEN, ROY
WONS, Hartford, Conn.
Roy Hansen Show
HAPGOOD, ART
KPRL, Paso Robles, Calif.
Platter Parade
HARDISON, BOB
KVWC, Vernon, Tex.
Variety Time
HARE, HOBART
KPDR, Alexandria, La.
B'fast Cabaret
HARGREAVES, BERNIE
WENY, Elmira, N. Y.
HARLAND, CHUCK
KSRV, Ontario, Ore.
Slumber Busters
HARMES, FRANK
WITH, Baltimore, Md.
Swing Class
HARPER, JOHNNY
WWRL, Woodside, N. Y.
Kitchen Kapers
HARRELL,BILL
KVOP, Plainview, Tex.
Dancing by Request
HARRILL, NELSON
WGWR, Asheboro, N. C.
Good Neighbor Time
Wake Up Time
HARRINGTON, BILL
WESX, Salem, Mass.
Tea Time Ballroom
HARRIS, BILL
WHMA, Anniston, Ala.
All-Request Hour
HARRIS, CRAIG
KLX, Oakland, Calif.
Craig Harris Matinee
HARRIS, DEAN
WAGE, Syracuse, N. Y.
Request Time
HARRIS, DICK
WCIF, Madisonville, Ky.
HARRISON, CHARLIE
WTAW, College Station, Tex.
Record Rack
HARRISON, JACK
WLAV, Grand Rapids, Mich.
Late Risers

HART, MAURICE
Announcer, Disc Jockey, b. N. Y. C., N. Y. Jan. 6, '09. Start the Day Right; The Hollywood Bandstand; KFWB, Hollywood, Calif.

HARTLEY, JIM
WGGA, Gainesville, Ga.
1240 Club
Hillbilly Hit Parade
HARTMAN, ROME
WIRK, West Palm Beach, Fla.
Morning Toast
HARVEY, BOB
KDRO, Sedalia, Mo.
Swing Serenade
HARWELL, DICK
KRGV, Weslaco, Tex.
Dreamland Ballroom
HARWELL, ERNIE
WBGE, Atlanta, Ga.
HARWOOD, CHRIS
WBUD, Morrisville, Pa.
Chris Harwood Showcase
HASELTINE, FRED
WDNC, Durham, N. C.
Alarm Clock Club
HASKINS, RALPH
WKTM, Mayfield, Ky.
Wake Up and Live
HASSING, DOUG
WTOC, Savannah, Ga.
Flavor Rangers
HAUG, CARL
WKRG, Ala.
Dixie Platter Party
HAUTE, JIM
KLMP, Minot, N. Dak.
Revolving Bandstands
HAYWORTH, JAY
KWOC, Poplar Bluff, Mo.
1340 Klamworks
HAYS, JIM
KVOA, Tucson, Arizona
Music by Request
HEAD, BYRON L.
KOIL, Omaha, Nebr.
Alarm Clock Club
HEALY, GARY
KBUN, Bemidji, Minn.
Mid-day Matinee
HEGARD, KEN
WFOX, Milwaukee, Wisc.
Pancake Parade
HEGGEN, HAROLD
KTW, Seattle, Wash.
Just Misic
HEMINGWAY, JACK
KXLE, Ellensburg, Wash.
Yawn Patrol
HEMRICK, JOHN
WBHF, Cartersville, Ga.
Morning Jamboree
HENDERSON, SCOTT
KTCU, Tucson, Arizona
Juke Box Jamboree
HENKE, CHAS.
WFHR, Wisconsin Rapids, isc.
Music Til sign-off
HENNESSEY, FRANK
WSYR, Syracuse, N. Y.
Timekeeper
HENNESY, TOM
WFAK, Charleston, S. C.
Requestfully Yours
HENRY, GIL
KOPP, Ogden, Utah
Call A Cop
HENSON, DOUG
WMVG, Milledgeville, Ga.
Jive til Five
HERMAN, CHARLIE
WLAV, Grand Rapids, Mich.
Music for Milady
HERNON, PAT
WKOW, Madison, Wisc.
Harmony House
HERRING, WARREN
WAGC, Chattanooga, Tenn.
Moonlight Melodies
HERRINGTON, HUBERT
KPBX, Beaumont, Tex.
U-Name-It
HERRIOTT, RICHARD
KVSF, Santa Fe, N. M.
12-60 Club
HERSON, BILL
WRC, Washington, D. C.
HESTER, ART
KSEK, Pittsburg, Kans.
Five-Five Show
HEWEY, D.
WIBV, Belleville, Ill.
Downey Hewey Show
HICKOK, BILL
WCON, Atlanta. Ga.
Harmony House
Ansley Supper Club
HILDAHL, HENRY
KORE, Eugene, Ore.
Night Owl Bandwagon
HILDEBRAND, BERNADO
WRNO, Orangeburg, S. C.
HILEY, JOE
KGY, Olympia, Wash.
HILLE, DALTON
WHIZ, Zanesville, Ohio
Breakfast in Bedlam
HICKE, GLENN
WPAX, Thomasville, Ga.
As You Like It
HICKOK, BILL
WCOP, Boston, Mass.
Harmony House
Bill Hickok Show
HOCKETT, CHARLES
KOCA, Kilgore, Tex.
Eye Opener
HOFF, GRANT
KGME, Boise, Idaho
Spinner's Delight
HOFFMAN, WAYNE
WKMO, Kokomo, Indiana.
HOFFPAUIR, JAY
KSIG, Crowley, La.
Coffee Time
HOGAN, ED
KWBC, Fort Worth, Tex.
Hogan's Alley
HOGAN, GEO.
WOR, N. Y.
HOGGATT, JACK
KIT, Yakima, Wash.
Destination Midnight
HOGUE, DICK
WKNA, Charlestown, W. Va.
Midnight Music
HOKANS, ARNE
WKLA, Ludington, Mich.
Morning Varieties
Let's Dance
HOLLANDSWORTH, DENNIS
WOAY, Oak Hill, W. Va.
Juke Box Revue
HOLMAN, PHIL
KMJ, Fresno, Calif.
Tops in Pops
HOLMES, CHARLIE
WDVA, Danville, Va.
Holmes Hayloft
HOLMES, JOHN
KWLX, Longview, Wash.
HOLT, BOB
KGFW, Kearney, Nebr.
HOPPS, HIRAM
WOLF, Syracuse, N. Y.
WOLF Buckaroos
HORN, BOB
WIP, Philadelphia, Pa.
Midnight Bandwagon
HORTON, HAL
KRLD, Dallas, Texas
HOTCHKISS, TOM
KGER, Long Beach, Calif.
Housewives' Music Hall
HOULIHAN, BILL
WWXL, Peoria, Ill.
Dawnbuster

HOUSTON, HAROLD
KBLF, Red Bluff, Calif.
1490 Club
Old Chisholm Trail
HOWARD, DALE
KVOX, Moorhead, Minn.
Juke Box Revue
HOWARD, DON
WEBC, Duluth, Minn.
Don Howard Show
HOWARD, HANK
WATR, Waterbury, Conn.
Little Symphony
HOWARD, TONY
WPIK, Alexandria, Va.
Melody Matinee
HUDSON, HARVEY
WLEE, Richmond, Va.
1450 Club
HUGHES, RUSH
KXOK, St. Louis, Mo.
Song and Dance Parade
Rush Hughes Show
HULSEY, JACK
KVWC, Vernon, Tex.
Platter Parade
HUNICUTT, MIKE
WOL, Washington, D. C.
HUNNICUTT, TOM
KWOC, Poplar Bluff, Mo.
All Request Jamboree
HUNT, RAY
KONO, San Antonio, Tex.
Cowboy Jamboree
Saddle Pals
HUNTER, HARRY
WMVG, Milledgeville, Ga.
HURST, ED
WPEN, Phila., Pa.

HUSING, TED
(Husing Edward B.); Disc jockey; b. New York, N. Y., Nov. 27, 1901; Pace Inst.; Columbia Univ. Ext.; Orange Bowl Football Game; Kentucky Derby; N. Y. & N. J. Stake Races; U. S. Army Recruiting Football Series; Indoor & Outdoor Track & Field; Disc jockey show, WHN (Ted Husing's Bandstand)

HUTCHISON, FRED
WHUN, Huntingdon, Pa.
Musicall
Record Session
HUTCHINSON, PHYL
WRON, Ronceverte, W. Va.
Breakfast Club
HYATT, MARION
WJHO, Opelika, Ala.
Alarm Clock Club

— I —

IDE, CARL
KDKA, Pittsburgh, Pa.
Pittsburgh's First Favorites
IRVING, BOB
WLAP, Lexington, Ky.
Platter Chatter
IRVING, GEORGE
WCMA, Corinth, Miss.
G.I. Jive
IRVING, JIM
WESX, Salem, Mass.
Radio Bazaar
IRVING, PAUL
WEDC, Chicago, Ill.
Evenin' Heatwave

— J —

JACK, CHEROKEE
KMO, Tacoma, Wash.
Western Ditties
JACKSON, HAL
WOOK, Silver Spring, Md.
House that Jack Built
JACKSON, PAUL
WSNY, Schenectady, N. Y.
Speaking of Jazz
JACKSON, SANDY
KBON, Omaha, Nebraska
Rhythm Inn
JACKSON, TOM
WKAB, Mobile, Ala.
T-N-T
JACOBSEN, HANK
WKDK, Newberry, S. C.
1240 Club
JAMERSON, PETER
WAVZ, New Haven, Conn.
Make Believe Ballroom
JAMES, A. M.
WFRP, Savannah, Ga.
Howdy Neighbor
JAMES, ANDY
WCRA, Effingham, Ill.
Record Review
JAMUP & HONEY
WSM, Nashville, Tenn.
Stop, Set & Listen
JENKINS, BILL
WTOP, Washington, D. C.
Corn Squeezing
JENNINGS, AL
WCCP, Savannah, Ga.
Al's Wax Works
JESKE, FRED
WAGE, Syracuse, N. Y.
Morning Timekeeper
JESSE, BILL
KGDE, Fergus Falls, Minn.
Dance Time
JOHN, COUSIN
WBRW, Welch, W. Va.
Crazy House
JOHNSEN, CLIFF
KLX, Oakland, Calif
Cactus Jack Show
JOHNSON, BOB
WHJB, Greensburg, Pa.
JOHNSON DICK
WIGM, Medford, Wisc.
Polka Time
JOHNSON, DUANE
KCOY, Santa Maria, Calif.
Johnson's Folly
JOHNSON, HARRY
KGNO, Dodge City, Kans.
KGNO Request Hour
1340 Dance Club
JOHNSON, IRWIN
WBNS, Columbus, Ohio
The Early Worm
JOHNSON, JIM
KGFN, Grass Valley, Calif
Jukebox Jamboree
JOHNSON, JOE
WMVA, Martinsville, Va.
JOHNSON, VERN
KRSC, Seattle, Wash.
Hold Everything
JOHNSTON, JOHNNY
WGAD, Gadsden, Ala.
Platter Party
JONES, ART
WKOX, Framingham, Mass.
Jones Jamboree
JONES, BOB
WSAL, Annapolis, Md.
JONES, BOB
WBIG, Greensboro, N. C.
Groans by Jones
JONES, CHAUNCY
KWBT, Hutchinson, Kans.
The Swing Shift
JONES, DANA
WBEC, Pittsfield, Mass.
Yours for the Asking
JONES, BOBBY
WSGC, Elberton, Ga.
One Night Stand
JONES, J. D.
KJAM, Vernal, Utah
1340 Club
JONES, JIMMY
KGVL, Greenville, Tex.
Music and Madness
JONES, TOM
WRFS, Alexander City, Ala.
Spotlight
JORDAN, FRANK
WRNY, Rochester, N. Y.
680 Club
JORDAN, MARK
KGO, San Francisco, Calif.
Requestfully Yours
JORDON, AL
WCKB, Dunn, N. C.
Sunshine Hour
JOYCE, HOWARD
WLAV, Grand Rapids, Mich.
Melody Merchant

— K —

KALBERER, GEORGE
KDAL, Duluth, Minn.
Five-Thirty Local
KALLAY, ED
WINN, Louisville, Ky.
Your Saturday Morning Swing Club
KALMUS, BEA
WHN, New York, N. Y.
KAMMAN, LEIGH
WLOL, Minneapolis, Minn.
KANE, DAVID
WLAU, Laurel, Miss.
Clockwatcher
KANE, JOHNNY
WINS, WHOM, N. Y.
KARRENBAR, BILL
WHBC, Canton, Ohio
1480 Club
KATHE, RICHARD
WMRN, Marion, Ohio
Song Shop
KAUFFMAN, BUD JR.
WILS, Lansing Mich.
First Call
KAY, WALTER
WJW, Cleveland, Ohio
Melody Time
KEANE, JACK
KGBS Harlingen Tex.
Hi Time
KEARNEY, GERALD
WFEA, Manchester, N. H.
Merry-Go-Round
KEATH, ED
KFRU, Columbia, Mo.
Record Review
KEEN, JEFF
KYW, Philadelphia, Pa.
Along the Rialto
KEITH, JOE
KLIF, Dallas, Tex.
Joe Keith Show
KELLAR, ART
WRON, Ronceverte, W. Va.
Request-a-Record
KELLER, O. J. JR.
WTAX, Springfield, Ill.
Juke Box Serenade
KELLY, GENE
WNDR, Syracuse, N. Y.
Saturday Serenade
KELLY, TOM
WOOD, Grand Rapids, Mich.
Wax Works
KELLY, WARREN
WJR, Detroit, Mich.
KEMP, ED
WSPD, Toledo, Ohio
Midnight Express
KENNEDY, MICHAEL
WEPM, Martinsburg, W. Va.
Sports and Jive

KENNEDY, RAY
WRVA, Richmond, Va.
Rhyme Does Pay
KENSINGER, GLENN
WMBD, Peoria, Ill.
KENT, BOB
WBUD, Morrisville, Pa.
Night Owl Show
KENWARD, JACK
WMID, Atlantic City, N. J.
Once Over Lightly
KERR, STEWART
WANN, Annapolis, Md.
Morning Call
KESSEN, BILL
WRUF, Gainesville, Fla.
Insomnia Serenade
KEY, JIMMY
KLPR, Oklahoma City, Okla.
Mountain Music
KIERNAN, WALTER
WJZ, N. Y.
KILGORE, GENE
KRUL, Corvallis, Ore.
Time to Dance
KILLGORE, JOE
KRES, St. Joseph, Mo.
Milkmans Matinee
KILNESS, J. S.
KAWT, Douglas, Arizona
1450 Club
KING, BRAD
WHAN, Charleston, S. C.
Hit the Deck
KING, DAVE
WBPZ, Lock Haven, Pa.
King Komes Kalling
KING, FULTON, A.
WTON, Staunton, Va.
Coffee Pot
KING, GLEN
KLX, Oakland, Calif.
Glen King Show
KING, H. E.
WORZ, Orlando, Fla.
Studio Party
KING, J. D. JR.
WJRD, Tuscaloosa, Ala.
Western Serenade
KING, W. O.
WTOC, Savannah, Ga.
Juke Box Review
KING, WALLY
WATR, Waterbury, Conn.
FAF
KING, WAYNE
KOVC, Valley City, N. Dak.
1490 Club
KINNAMON, RAY
WBHF, Cartersville, Ga.
Record Round-up
KISER, JIMMY
WSOC, Charlotte, N. C.
Pajama, Jamboree
KLAVAN, GENE
WCBM, Baltimore, Md.
3 Shades of Dawn
KLEIN, PAT
WKYB, Paducah, Ky.
Yawn Patrol
KLOSE, AL
WBRW, Welch, W. Va.
Melody Time
KNIGHT, BOB
WOL, Washington, D. C.
KNOUSE, KAY
KCLE, Cleburne, Tex.
Juke Box & Record Bar
KNOX, BOB
WIBG, Philadelphia, Pa.
Here's Everything
KNUTSON, DARYL
WDSM, Superior, Wisc.
Bandstand

KOCH, ORV.
KFNF, Shenandoah, Iowa
Corn Crib Frolics
KOLBY, CAL
WAVZ, New Haven, Conn.
Make Believe Ballroom
KOONS, BOB
KMO, Tacoma, Wash.
The Jazz Show
KOZLOW, BUCKY
WLIB, N. Y.
KRAMER, CLAUDE
KVAK, Atchison, Kan.
Make Believe Ballroom
KRAUEL, JOHN
KFAM, St. Cloud, Minn.
Birthday & Anniversary Club
KRIEGER, ED
WSOO, Saulte Ste. Marie, Mich.
WSOO Varieties
KRUPP, LARRY
WJW, Cleveland, Ohio
Bandstand
KUEHNER, EARLE
WIL, St. Louis, Mo.
Afternoon Ballroom
KUSHEL, MEL
WSBA, York, Pa.
Juke Box Serenade
KYLE, FORREST
KOPP, Ogden, Utah
Time to Smile

— L —

LaBOE, ARTHUR
KCMJ, Palm Springs, Calif.
Sundialers Club
LACY, JACK
Listen to Lacy
WINS, New York, N. Y.
LADD, ED.
WPAT, Paterson, N. J.
Hi Neighbor
LaFRANCHISE, CHAS.
KALE, Portland, Ore.
Platter Patter
LAMB, BILL
WBBC, Flint, Mich.
Jam For Breakfast
LAMB, BILL
KOLE, Port Arthur, Tex.
Thanks for the Dance
LAMBERT, ED
WCAW, Charleston, W. Va.
Off the Record
LAMBERT, KEN
WLDS, Jacksonville, Ill.
Wake Up & Live
LaMERE, ROY
WDLB, Marshfield, Wisc.
Anything Goes
LANCTOT, CLIFF
WEW, St. Louis, Mo.
770 Record Club
LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa
Off the Record
LANDRY, JIMMY
WDSO, New Orleans, La.
Breakfast Jam
LANE, VANCE
KGER, Long Beach, Calif.
Musical Roundup
LANGLEY, RALPH
KECA, Los Angeles, Calif.
Morning Watch with Ralph Langley
LANSING, GERRY
KWTX, Waco, Tex.
Tune Factory
LANSING, LARRY
WPLH, Huntington, W. Va.
Musical Timekeeper
Music Hall

LANSON, SNOOKY
WSM, Nashville, Tenn.
Snooky's Song Shop
LARSEN, BOB
WWNR, Beckley, W. Va.
1450 Club
LARSON, PAUL
WNEB, Worcester, Mass.
Timekeeper
LASHBROOK, BOB
WHOT, South Bend, Ind.
Wake Up and Smile
LASHER, SID
WAGA, Atlanta, Ga.
590 Express
LASSITER, CHAD
WCMA, Corinth, Miss.
Whatcha' Doin'
LaVIGNE, RICHARD
WHYN, Holyoke, Mass.
Musical Reveille
LAWHEAD, GORDON
WHBQ, Memphis, Tenn.
The Clock Watchers
LAWLER, TOM
WHBS, Huntsville, Ala.
Hillbilly Hits
Musical Clock
LAWLEY, LEE
KGER, Long Beach, Calif.
Hall of Records
LAWRENCE, BOB
KTFS, Texarkana, Texas
Reveille Roundup
LAWRENCE, BRUCE
KXOB, Stockton, Calif.
Turntable Bandstand
LAWRENCE, LARRY
WAGE, Syracuse, N. Y.
Request Time
LAWRENCE, TEDD
b. Miami, Fla., April 9, '14, Swingtime Session, WHN; Robert Hall of Fame, WHN.
LAZARE, JACK
WNYC, New York, N. Y.
Disk Date
LAZAROW, ART
WEXL, Royal Oak, Mich.
Sagebrush Melodies
LEACH, ED
WEWO, Laurimburg, N. C.
Good Morning Man
LEAFER, WOODROW
WJMR, New Orleans, La.
Heat Wave
LEE, DAVE
WKJG, Fort Wayne, Ind.
Records on Parade
LEE, LILA
WEDO, McKeesport, Pa.
Mail Bag
LEE, W. C. COL.
WCLE, Clearwater, Fla.
680 Club
LEEDS, NORMAN
WHUM, Reading, Pa.
Request, Please
LEGARE, JOHN E.
WAYX, Waycross, Ga.
Supper Dance Hour
LEHNHOFF, BILL
KTW, Seattle, Wash.
Your Program
LEMONS, WISHARD
KOCY, Oklahoma City, Okla.
Voice vs. Voice
LENAY, WILL
WLW, Cincinnati, Ohio
Morning Star
LEONARD, JESSE
KEX, Portland, Ore.
Sunnyside Up
LEONARD, MAC
KHUZ, Borger, Texas.
Please Play

LESCOULIE, JACK
Disc Jockey, Announcer; WOR-Mutual all night show.

LESLIE, JACK
KTIP, Porterville, Calif.
Tip Top Spot

LESTER, BILL
KOY, Phoenix, Arizona
Off the Record

LESTERS, GARY
WRIB, Providence, R. I.
Breakfast with the Record Man

LEVINSON, BUD
KOLN, Lincoln, Nebr.
Gloom Busters

LEWIS, BILL
WKOX, Framingham, Mass.
Red's Club

LEWIS, BILL
KLMP, Minot, N. Dak.
Midnight in Minot

LEWIS, ED
KRDO, Colorado Springs, Colo.
1240 Club
Turntable Talk

LEWIS, GENE
KTHT, Houston, Tex.

LEWIS, LYLE
WABZ, Albemarle, N. C.
Luncheon Dance Time

LEWIS, MARK
WWOD, Lynchburg, Va.
Spin & Chin

LEW'N, KERM'T
WKWF, Key West, Fla.
1600 Club

LEYDEN, BILL
KMPC, Los Angeles, Calif.
Music Hall

LINDSAY, JACK
WCEC, Rocky Mount, N. C.
Platter Plant

LIPEZ, HARRIS
WBPZ, Lock Haven, Pa.
Platter Chatter

LIPPINCOTT, ELWOOD
KELA, Centralia & Chehalis Wash.
Mugumps

LISTER, BILL
KABC, San Antonio, Tex.
Hillbilly Hit Parade

LITTLE, BILL
KADA, Ada, Okla.
Songs of Range Capers

LITTLEJOHN, JOHNNY
WJXN, Jackson, Miss.
Record Rendezvous

LITTLETON, BUCK
WKLF, Clanton, Ala.
Musical Clock

LOCHMAN, WALT
KCMO, Kansas City, Mo.
Walt's Wax Works

LOCKE, GENE
WMMT, McMinnville, Tenn.
Mailbag Show

LOGAN, JIM
WGPA, Bethlehem, Pa.
For You By Request

LONDON, REX
KHOZ, Harrison, Ark.
1240 Club

LONG, JOHNNY
KDWT, Stamford, Texas
1400 Club

LOREN, Wm. H.
WLVA, Lynchburg, Va.
Turntable Windup
It's the Tops

LOWE, JACKSON
WWDC, Washington, D. C.
1450 Club

LOWE, JIM
KFRU, Columbia, Mo.
Disc Derby

LOWE, JIMMY & (Norm Alden)
KXOL, Fort Worth, Tex.
Juke Box

LOWERY, BILL
WGRV, Greeneville Tenn.
Let's Have Fun

LUCAS, BEN
WRGA, Rome, Ga.

LUCAS, CLYDE
WBAY, Coral Gables, Fla.

LUCAS, HARLEY
WLOK, Lima, Ohio
Hart Beats

LUCAS, MARTIN
KWBU, Corpus Christi, Tex.
Hi Neighbor

LUKENS, NED
WEAS, Decatur, Ga.
Jumpin' with Jack

LUND, ED
WGOV, Valdosta, Ga.
1450 Club
Wax Works

LUND, HOWIE
WJMO, Cleveland, Ohio
Here's Howie

LUND, JACK
KFXJ, Grand Junction, Colo.
920 Club

LUNDQUIST, VERNON
WKGN, Knoxville, Tenn.
Readin' Writin'

LUPTON, JOHN
WLAN, Lancaster, Pa.
Remote Control

LYNCH, CHARLES T.
WGFG, Kalamazoo, Mich.
Platter Party

LYON, LEN
KWCO, Chickasha, Okla.
Hillbilly Request

LYONS, BOB
WGBS, Miami, Fla.
Florida Special

LYONS, JIMMY
KSDJ, San Diego, Calif.
Discapades

LYONS, ROBERT
WHIZ, Zanesville, Ohio
1240 Club

Mc

MacKELVIE, ARTHUR
KHQ, Spokane, Wash.
Music Shop

MacRAE, JOHNNY
WABI, Bangor, Me.
Rise and Shine

McADOO, DICK
WGBG, Greensboro, N. C.
Yawn Patrol

McALLISTER, DON
WDBO, Orlando, Fla.
Rise and Shine

McANDREW, BILL
WARM, Scranton, Pa.
Swing Session

McBRIDE, BOB
WPIK, Alexandria, Va.
Early Birds

McCALL, L. C.
WWPF, Palatka, Fla.
800 Club

McCANDLESS, MAC
WDAD, Indiana, Pa.
Music with Mac

McCANN, BOB
KBMY, Billings, Mont.
Matinee Melodies

McCARTHY, RED
WHGB, Harrisburg, Pa.
Platter, Chatter

McCARTY, BURL
WDAE, Tampa, Fla.
Wake Up Tampa

McCARTY, DONALD E.
WBOW, Terre Haute, Ind.
Off the Record

McCAULEY, JOE
WIP, Philadelphia, Pa.
Dawn Patrol

McCLANAHAN, STEELE
KGBS, Harlingen, Tex.
Musical Clock

McCLURE, AL
KOAM, Pittsburg, Kans.
Dance Time

McCONNELL, BYRAN
WKST, New Castel, Pa.
We Congratulate

McCONNELL, JIM
KLOU, Lake Charles, La.
Music For Moderns

McCREARY, MACK
KEBE, Jacksonville, Tex.
1400 Club

McCUSKEY, ALICE
WOSU, Columbus, Ohio
Music Librarian
Music To Remember
Morning Melodies
World Famous Music

McCUTCHEON, DON
KASH, Eugene, Ore.
Sunday Musicale

McDANIEL, CARL
KOCY, Oklahoma City, Okla.
Martins Music Shop

McDEVITT, LEO
WAAB, Worcester, Mass.
Accent on Rhythm

McELROY, MAC
WERC, Erie, Pa.
1230 Club
The Timekeeper

McDONALD, GARF
KWSL, Lake Charles, La.
Music As You Like It

McEACHERN, LEE
WHBQ, Memphis Tenn.
The Clock Watchers

McELWEE, RUSS
WKDK, Newberry, S. C.
Dance Time

McGARRY, JONES, DANA
WBEC, Pittsfield, Mass.
Requestfully Yours

McGILL, MORREY
WCMW, Canton, Ohio
Tip Top Tunes

McILVAINE, DON
WHWL, Nanticoke, Pa.
Juke Box Review

McINTYRE, FRANK
KLIX, Twin Falls, Idaho
Mid-Morning Melody Matinee

McKAY, RAY
WATL, Atlanta, Ga.
Radio Rodeo

McKAYE, KEN
KSVP, N. Mex.
Morning Matinee

McKELLAR, DOUG
KECA, Los Angeles, Calif.
That Feller McKellar

McKENNA, BOB
WEDO, McKeesport, Pa.
Spook Club

McKENZIE, ED
WKBK, Detroit, Mich.
Jack the Bellboy

McKINNON, BOB
WRFS, Alexander City, Ala.
1050 Club

McLAIN, DONALD
WABZ, Albemarle, N. C.
Platter Parade

McLELLEN, CHUCK
KVAK, Atchison, Kan.
Musical Clock

McLENDON, NORWOOD
KNOW, Austin, Tex.
Requestfully Yours

McLESKEY, JOE
WMAP, Monroe, N. C.
Club 1060

McLOUGHLIN, JIM
WFNS, Burlington, N. C.
Moonlight Capers

McMEEKIN, MARILYN JEAN
WMCK, McKeesport, Pa.
Number Please

McMULLEN, JACK
WMBS, Uniontown, Pa.
Request Express

McNEELEY, MARTY
WJMO, Cleveland, Ohio
Noon Timeclock

McNEW, DAN
WBAC, Cleveland, Tenn.
Let's Have Fun

— M —

MAASS, BILL
WBAA, West Lafayette, Ind.
Tea Time Tunes

MABRY, BOB
KUSN, San Diego, Calif.
All Hit Request Program

MABRY, DICK
WIBG, Philadelphia, Pa.
A Man & His Music

MACK, BERNIE
WMUR, Manchester, N. H.
Radio Juke Box
Groovin at the Grove

MACK, BILL
WEDC, Chicago, Ill.
Hot and Bothered

MACK, BRUCE
KOSA, Odessa, Tex.
Night Owl Club

MACK, JIM
WHFB, Benton Harbor, Mich.
Yawnin' in the Mawnin'

MACK, RUSSELL
KROD, El Paso, Tex.
Musical Clock

MacLEAN, JEAN
KBIO, Burley, Ida.
Mystery Music Shoppe

MACRI, JIM
WIRA, Ft. Pierce, Fla.
Musical Clock
Indian River Ranch

MADISON, BOB
KWBW, Hutchinson, Kans.
Request Club

MAFFIE, AL
WFEA, Manchester, N. H.
Coffeetime

MAGGIO, JOE
KIDO, Boise, Idaho
Musical Merry Go Round
Six to Seven Club
Little Show

MAGRUDER, PHIL
WKYB, Paducah, Ky.
800 Club

MAGUIRE, DICK
KFJI, Klamath Falls, Ore.
Ricky's Request

MAHONEY, ED
WCVS, Springfield, Ill.

MALLORY, LES
KYA, San Francisco, Calif.
1260 Club

MALLOY, LES
KGO, San Francisco, Calif.
Les Malloy

MALONE, LEE
WMFT, Florence, Ala.
Let's Dance

MANDEL, DISNEY
WKAN, Kankakee, Ill.

MANN, ALAN
KFWB, Hollywood, Calif.

MANN, EARL
KDIX, Dickinson, N. Dak.
Farm Service Hour

MANNING, RAY
WIL, St. Louis, Mo.
Platter Parade

MANNING, STEVE
WFNC, Fayetteville, N. C.
20th Century Serenade

MANSFIELD, ANDY
KWKW, Pasadena, Calif.
Notes to you

MANSFIELD, BOB
WGOV, Valdosta, Ga.
Coffee Club

MARCELLE, LOU
KFWB, Hollywood, Calif.
All Star Western Jamboree

MARCOE, VERN
KSBW, Salinas, Calif.
Saddle Rock & Rhythm

MARION, RUSS
WBTM, Danville, Va.

MARKEY, PAUL
WIZE, Springfield, Ohio
Musical Scoreboard

MARS, PETER A.
WKLA, Ludington, Mich.
Musical Clock

MARSHALL, JERRY
WNEW, New York, N. Y.

MARSHALL, R. H.
WORZ, Orlando, Fla.
Bob's Record Shop

MARSHALL, WARREN
KDIX, Dickinson, N. Dak.
This is my Song

MARTIN, DAN
WFMD, Frederick, Md.
Morning Neighbor

MARTIN, ALLYN
WLIZ, Bridgeport, Conn.
Platter Party

MARTIN, DICK
WGWR, Asheboro, N. C.
Request Time

MARTIN, JOE
WNAX, Yankton, S. Dak.

MARTIN, KRIS
WACE, Chicopee, Mass.
Musical Grab Bag

MARTIN, LEW
WDSM, Superior, Wisc.
1230 Club

MARVIN, BILL
KSON, San Diego, Calif.
Pigskin Parade

MASON, BILL
WMIQ, Iron Mountain, Mich.
Off the Record

MASON, CHARLES
WEAT, Lake Worth, Fla.
Swing Siesta

MATEL, CHET
WOOD, Grand Rapids, Mich.
Off the Record

MATHERS, DON
KDAL, Duluth, Minn.
Music Shop

MATTHEWS, JAMES
WLBB, Carrollton, Ga.
Readin' Ritin' Rhythm

MATTISON, CARL
WGLN, Glens Falls, N. Y.
Musical Souvenirs

MATTSON, BOB
WHLB, Virginia, Minn.
Saturday Swing Shift

MAXWELL, BOB
WKNX, Saginaw, Mich.
Hall of Records
Coffee Time

MAXWELL, CHUCK
KFBC, Cheyenne, Wyoming
Requestfully Yours

MAYER, JACK
WALB, Albany, Ga.
Melody Time

MAYNARD, JACK
KTSM, El Paso, Tex.
Gold Coast Express

MAYO, BILLY
WFFA, Dallas, Tex.
The Mayo Show

MEECHAM, LLOYD
KIFI, Idaho Falls, Idaho
Melody Matinee

MEEHAN, BOB
Discmaster
WEAN, Providence, R. I.

MEEKS, CARL
WRLC, Toccoa, Ga.
Tiny's Platter Party

MEHAN, BOB
KWBR, Oakland, Calif
Around the Bay After
Midnight

MEISTER, BOB
WMAM, Marinette, Wisc.
Hitchin' Post

MENDEZ, RAFAEL
KWKW, Pasadena, Calif.
Rafael Mendez Program

MENTOR, ART
(News Editor)
KNET, Palestine, Tex.

MERINO, CHET
WEIM, Fitchburg, Mass.
Breakfast Music

MERRITT, CECIL
WTBF, Ala.
Musical Reveille
Mail-Order Music

MERVINE, FRANK
WCBM, Baltimore, Md.
Out of the Night

MESKILL, BOB
WBRQ, Augusta, Ga.
After Hours

MESSER, FRANK
Juke Box Revue
WSKY, Asheville, N. C.

MEUSCHKE, BILL
KDRO, Sedalia, Mo.
Musical Clock

MEYER, BILL
WLDS, Jacksonville, Ill.
Request Review

MEYER, DON
WRVA, Richmond, Va.
Jughead's Juke Box

MICHAEL, GEORGE
WROW, Albany, N. Y.
Morning Watch

MICHAEL, ROBERT
WRTA, Altoona, Pa.
Midnight Dancing Party

MICHEL, BOB
WJSW, Altoona, Pa.
Let's Dance

MIDDLETON, ROBERT
WWSC, Glens Falls, N. Y.
1450 Club

MILFORD, SKIP
WCRW, Chicago, Ill.
Melodies for Millions

MILLER, DAVE
WAAT, Newark, N. J.
Home Town Frolic

MILLER, DEAN
WCOL, Columbus, Ohio
Glassdoor Melodies

MILLER, FRED
WBGE, Atlanta, Ga.

MILLER, GEORGE
KADA, Ada, Okla.
KADA Matinee & Campus

MILLER, GEORGE P.
KWCO, Chickasha, Okla.
Club 1560

MILLER, GRANT E.
WCRW, Chicago, Ill.
Musical Melodies

MILLER, LeROY
WFIL, Philadelphia, Pa.
The LeRoy Miller Club

MILLER, MAC
WROB, West Point, Miss.
Melody Shop

MILLER, M. P. JR.
WLOE, Leaksville, N. C.
Musical Clock

MILLER, SKIP
WJSW, Altoona, Pa.
Record Revue

MILNE, JIM
WNHC, New Haven, Conn.
Yawn Club
Polka Parade

MIMS, BILL
WHAN, Charleston, S. C.
Night Owl

MINOR, DICK
WDUK, Durham, N. C.
Platter Prevue

MITCHELL, BILL
WLAG, LaGrange, Ga.

MITCHELL, DON
WCON, Atlanta, Ga.
Town Toppers
Mitchell's Matinee

MITCHELL, JACK
KSYC, Yreka, Calif.
Platter Party

MITCHELL, JIM
WCVS, Springfield, Ill.

MITCHELL, PAUL
KSYL, Alexandria, La.
Romantic Voices

MITCHELL, PAUL
WLBR, Lebanon, Pa.
Hits of the Day

MOFFETT, RAY
WCAO, Baltimore, Md.
Morning Musical Clock

MOHER, BILL
WDAY, Fargo, N. Dak.
Friendly Time

MOHR, ED
WMGY, Montgomery, Ala.
Wax-Works

MOLLOY, PHIL
WHFB, Benton, Harbor, Mich
Twin City Capers

MONAGHAN, GEORGE
Monaghan's Morning Watch
WOR, New York, N. Y.

MONDAY, RAY
WACO, Waco, Texas

MONROE, CLARK
WTAW, College Station, Tex.
The Clark Monroe Show

MONROE, GEO.
Melody Matinee
KFDM, Beaumont, Tex.

MONROE, JOE
KENT, Shreveport, La
Jive 'Til Five

MONTGOMERY, BOB
WFHR, Wisconsin, Rapids.
Wis.
Music 'til sign-off

MOODY, BILL
KWSC, Pullman, Wash.
Coffee Pot Parade

MOORE, BERI
WCTA, Andalusia, Ala.
Guess Who?

MOORE, BOB
KSON, San Diego, Calif.
Music and Moore

MOORE, HAL
WCAU, Philadelphia, Pa.
The Bugle Call

MOORE, LONNY
WGAC, Augusta, Ga.
Club 58

MOORE, R. D.
KGFF, Shawnee, Okla.
4390 Club

MOORE, SAM
KSAN, San Francisco, Calif.
Chuck Wagon Party

MOORE, TOM
WIBG, Philadelphia, Pa.
Bandwagon

MORATH, MAX
KVOR, Colorado Springs, Colo.
Max Unpax the Wax

MORE, TOM
WNOX, Knoxville, Tenn.
Club 99
Jamboree

MORELAND, JIMMIE
KVWC, Vernon, Tex.
Platter Parade

MORGAN, BUFORD
KEBE, Jacksonville, Tex.
Parade of Bands

MORGAN, DICK
KTUC, Tucson, Arizona
Swingtime

MORGAN, GENE
KCMJ, Palm Springs, Calif.
Disc Audition

MORGAN, HAL
WGAR, Cleveland, Ohio
Morgan's Musical Inn

MORGAN, JACK
WFMJ, Youngstown, Ohio

MORGAN, ROBERT B.
WMBO, Auburn, N. Y.
Informally Yours

MORGAN, ROBIN
WOR, New York, N. Y.
Robin Morgan—Aged 5

MORRIS, ED
WMAP, Monroe, N. C.
Disc Derby

MORRIS, JOHN
WLOL, Minneapolis, Minn.
Johnny On The Spot

MORRIS, JOHN R.
WSGC, Elberton, Ga.
140 Club

MORRISSEY, JACK
WHKK, Akron, Ohio
Star Spotlight

MOSS, PHIL
WHHM, Memphis, Tenn.
Anything Goes

MOTHERAL, JAMES
WKTM, Mayfield, Ky.
Musical Roundup

MULHOLLAND, ROSS
WXYZ, Detroit, Mich.
The Barefoot Society

MULLIGAN, RAY
WPAM, Pottsville, Pa.
Top o' the Morning

MULLINAX, WALLACE
WFBC, Greenville, S. C.
Top o' the Morning

MUNN, MELVIN
KRLD, Dallas, Tex.

MUNZELL, ADRIAN
WLOS, Asheville, N. C.
Cover Puller

MURPHY, DENNIS
WLCX, LaCrosse, Wisc.
Masterworks

MURPHY, ED
WSYR, Syracuse, N. Y.
The Ed Murphy Show
Platter Party

MURPHY, WM.
KBLF, Red Bluff, Calif.
Mid-Morning Melodies
Hehama Farmer

MURRAY, BUDDY
WHTB, Talladega, Ala.
Hits and Encores

MURRAY, HAL
WKAT, Miami Beach, Fla.
Murray-Go-Round

MURRAY, JOHNNY
WDSO, New Orleans, La.
Dancing Party

MURRY, JIM
WGAU, Athens, Ga.
Dancing in the Dark

MYERS, HUBERT
WDAN, Danville, Ill.

— N —

NAGLE, DAVE
WCHV, Charlottesville, Va.
The Record Man

NASH, BOB
KSEL, Lubbock, Tex.
Club 800

NAUGHTON, RUSS
WDRC, Hartford, Conn.
Music off the Record

NAYLON, LARRY
KPRC, Houston, Texas
Sunrise Serenade

NEARN, JOE
KFFA, Helena, Ark.
1490 Club

NEATHERY, JOHN W.
KSAM, Huntsville, Tex.
Swing Shift

NEHRLING, WALLY
WIRE, Indianapolis, Ind.
Dawn Patrol
Platter Chatter

NEILSEN, JAY
WITH, Baltimore, Md.

NELSON, BOB
KOVC, Valley City, N. Dak.
Coffee Cup Club

NESBITT, PHIL
WITH, Baltimore, Md.

NEWMAN, ED
WEVD, N. Y.

NEWSOME, GIL
KWK, St. Louis, Mo.
Bandstand Revue

NIMMO, BILL
WLW, Cincinnati, Ohio
Platter Time

NORIEGA, EDDIE
KWTC, Barstow, Calif.
1230 Club (Spanish)
Eddie Spins 'Em

NORMAN, GENE
KFWB, Hollywood, Calif.
Eastside Show
(Mild and Mellow — KMPC, Los Angeles, Calif.)

NORMAN, STANLEY
WPIT, Pittsburgh, Pa.
Stanley Norman Show

NOVELLO, MIKE
WRNL, Richmond, Va.
Alarm Clock Club

NYDEGGER, VERNE
KFBI, Wichita, Kans.
Carnival of Music

— O —

O'CONNELL, BILL
WMBL, Morehead City, N. C.
Song Shop

O'DONNELL, BOB
WJTN, Jamestown, N. Y.
Music off the Record

O'HARA, DON
KMJ, Fresno, Calif.
Portable Bandstand

OHRT, EV.
KMHK, Mitchell, S. Dak.
Alarm Clock Club

OLIVER, CLIFF
WHBC, Canton, Ohio
Owl's Club

OLSEN, JOHNNY
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seated (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC)

OSBORNE, OZZIE
WISH, Indianapolis, Ind.
Ten Thirty Time

O'SULLIVAN, BOB
KWIK, Burbank, Calif.

OTIS, DON

OTT, BEN
KTKC, Visalia, Calif.
940 Nightcap

OWENSBY, BILL
WEWO, Laurinburg, N. C.
Matinee Melodies

— P —

PACKARD, LOU
WJOR, Bangor, Me.
Varsity Hour

PADILLA, ELVA
KPAB, Laredo, Tex.
Rio Grande Serenade

PAGE, FRANK
KWEM, West Memphis, Ark.
Yours for Asking

PAGE, NORM
WMIN, St. Paul, Minn.
Mr. Music
Columbia Masterworks
Requestfully Yours

PAIGE, ERIK
WWNR, Beckley, W. Va.
Mixing It Up

PALEN, DAN
WLAU, Laurel, Miss.
Wax Works

PALLAN, ART
WWSW, Pittsburgh, Pa.
Record Hits

PALMER, CHARLES
KFXM, San Bernardino, Calif.
Open House

PANTAGES, JIMMIE
KLIF, Dallas, Tex.
Yours for the Asking

PAQUIN, MARGE
SOO, Sault Ste. Marie, Mich.
Musical Jamboree

PARKER, GENE
WCOU, Lewiston, Me.
Spin It & Win It

PARKER, PAUL
WMBL, Morehead City, N. C.
740 Club

PARKES, HAL
KOLE, Port Arthur, Tex.
Request Performance

PARKINS, BOB
KOLN, Lincoln, Nebr.
Dunkers Club

PARRY, GRANT
KJAM, Vernal, Utah
Bing Sings

PERKINS, RAY
KFEL, Denver, Colo.
The Ray Perkins Show

PERRIN, KEYES
WOR, New York, N. Y.
Record Riddles

PERRY, GEORGE
WARM, Scranton, Pa.
Swing Session

PERRY, RUSS
WTOL, Toledo, Ohio
Record MC

PERRY, WIB
WCAX, Burlington, Vt.
Wib Perry Show

PETTAY, FRAN
WHK, Cleveland, Ohio
Disc Digger

POSKA, AL
KFI, Los Angeles, Calif.
Midnight Flyer

POWELL, KEN
WELM, Elmira, N. Y.
1400 Club
POWERS, JACK
WJBO, Baton Rouge, La.
Club 1150
POWERS, PERC
WRBC, Jackson, Miss.
62 Club
POWERS, RALPH
WFBR, Baltimore, Md.
Morning In Maryland
PRATT, RICHARD, B.
KSUB, Cedar City, Utah
Midday Melodies
PRESSER, BEN
KSFT, Trinidad, Colo.
3 Ring Circus
PRESTON, ART
KTUC, Tucson, Arizona
1400 Club
PRICE, DAN
WALB, Albany, Ga.
Farm Fair
PRICE, JOE
WKSR, Pulaski-Lawrenceburg, Tenn.
Afternoon Jam Session
PROCTOR, FRANK
WBML, Macon, Ga.
PRUETT, BOB
WIRE, Indianapolis, Ind.
Your Record Player
PURVIS, BETTE LOU
WPGH, Pittsburgh, Pa.
The Girl Friend
PUTER, JACK
KFXJ, Grand Junction, Colo.
Kitchen Company

— Q —

QUADE, WARREN
WJHL, Johnson City, Tenn.
Quade's Parade
QUEEN, HAL
WMNC, Morganton, N. C.
Musical Clock
QUEEN, ROY
KXWL, St. Louis, Mo.
Western Round-Up

— R —

RAB, JACK
WKMO, Kokomo, Indiana
RABELL, JACK
KSON, San Diego, Calif.
Jackson Calling
RADONICH, ROMEO
KGLU, Safford, Ariz.
La Hora Espanol
RALICKI, HANK
WHDL, Olean, N. Y.
Mailbag Matinee
Timekeeper
RANDOLPH, IVAN, FITZ
WCLO, Janesville, Wisc.
1-2-3 Club
RAST, MIKE
WCOS, Columbia, S. C.
Club 1400
RAYBURN, LOU
WKAY, Glasgow, Ky.
1490 Club
RAYMON, PAUL
WJRD, Tuscaloosa, Ala.
Swing Session
READY, LES
KUGN, Eugene, Ore.
Jukebox Revue
REARDON, TOM
WHHM, Memphis, Tenn.
Midnight Revue
REBER, DON
KEIO, Pocatello, Idaho
RECTOR, BOB
KSWI, Council Bluffs, Iowa
1560 Club
REECE, SANFORD
WSBT, South Bend, Ind.
Sandman Serenade
REED, BOB
WBAA, West Lafayette, Ind.
Tea Time Tunes
REESE, VON
KTHT, Houston, Tex.
REGAN, MATT
WBTA, Batavia, N. Y.
Early Risers Club
REICHERT, F. J.
KGCU, Mandan, N. D.
Disc Jockey Jamboree
REIDY, PAUL
WFIG, Sumter, S. C.
1340 Club
REIG, HOWARD
WGY, Schenectady, N. Y.
Howard Reig
REIGHLEY, JOE
KAMD, Camden, Ark.
Crazy Rhythm
REILLY, R. EDWARD
WGAA, Cedartown, Ga.
Swing Time Club
REQUARD, JAY
WEPM, Martinsburg, W. Va.
Tunes At Noon
REYNOLDS, CARROLL
WJVA, South Bend, Ind.
1580 Club
RHODES, DICK
WELM, Elmira, N. Y.
Sweet and Smooth
RHONE, PAUL
WMON, Montgomery, W. Va.
Mailbag
Special Request
RICH, MIKE
WTRY, Troy, N. Y.
Platter Playboy
RICH, VANCE
WENC, Whiteville, N. C.
1240 Club
RICHARDS, BILL
WGKV, Charleston, W. Va.
Falls City Dancing Party
RICHARDS, BUD
KOJM, Harve, Mont.
Rise and Shine
RICHARDS, MALCOLM
WCPO, Cincinnati, Ohio
The Malcolm Richards Show
RICHARDS, TOM
WSOY, Decatur, Ill.
Soy Club
RICHARDSON, TED
WMOH, Hamilton, Ohio
Solid Sendin'
RICHENBACKER, ACE
WSPA, Spartanburg, S. C.
Ace's Platter Chatter
RIDGE, JACK
WGAY, Silver Spring, Md.
RIDGWAY, CHARLES B.
WDZ, Tuscola, Ill.
RIPLEY, RONALD
KBWD, Brownwood, Tex.
1380 Club
RITCHEY, BUCK
KVI, Tacoma Wash.
Harmony Hoedown
Sagebrush Serenade
ROARK, C. A.
KGY, Olympia, Wash.

ROBBINS, FRED
Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree; Teentimers Club; 1280 Club.

ROBERTS, BEEP
WKAB, Modile, Ala.
Platter Chatter
ROBERTS, BOB
WSID, Baltimore, Md.
Musical Score Board
ROBERTS, JERRY
WAAT, New Jersey
ROBERTS, JOE
KOMA, Oklahoma City, Okla.
Columbia Record Roundup
ROBERTS, MORGAN
KSWO, Lawton, Okla.
1380 Club
ROBERTSON, BOB
WBHF, Cartersville, Ga.
Tune Shop
ROBERTSON, TRAFTON
WTAR, Norfolk, Va.
Sunrise Serenade
ROBINSON, WARNE
KVOW, Littlefield, Texas
Best By Request
Birthday Club
Request By Telephone
ROBISCHON, TOM
KXLQ, Bozeman, Mont.
Platter Chatter
ROCHESTER, MELVIN
KDSJ, Deadwood, S. Dak.
1450 Club
RODDA WALT
WAT, Miami Beach, Fla.
Rat Race
RODDY, JOE
KTBC, Austin, Texas
RODGERS, BOB
KIUL, Garden City, Kans.
Tune Topper
RODGERS, CLIFF
WHKK, Akron, Ohio
Melody Round-Up
ROGERS, DON
WRIB, Providence, R. I.
Concert Hour
ROGERS, JOHN
KUOM, Minneapolis, Minn.
Children's Choice
ROGERS, RALPH
WAPI, Birmingham, Ala.
Alabama Bayloft Jamboree
ROHWER, JOHN
KROS, Clinton, Iowa
Juke Box
ROLLINS, CHAP
KROP, Brawley, Calif.
Ace of Clubs
ROPPOLO, MIKE
KTBS, Shreveport, La.
ROSE, HERM
WFHG, Bristol, Va.
Variety Show
860 Club
ROSS, DAN
WWPF, Palatka, Fla.
Coffee Club
ROSS, KAL
WNDR, Syracuse, N. Y.
The Filekeeper
ROSS, NORMAN
WMAQ, Chicago, Ill.
400 Hour
Music that Sings
ROTH, BOB
KTMS, Santa Barbara, Calif.
1-2-5 Club
ROTH, GORDON
KMJ, Fresno, Calif.
Saturday Juke Box
ROTHMAN, LEE
WSIV, Pekin, Ill.
Record Review
ROUNTREE, GEORGE
WRLC, Toccoa, Ga.
People's Choice
ROUSH, SIGEL A.
WBOW, Terre Haute, Ind.
Morning Mail
ROY, MICHAEL
KWIK, Burbank, Calif

RUBIN, BERNIE
WMID, Atlantic City, N. J.
Twilight Time
RUDD, BILL
WCCP, Savannah, Ga.
Hillbilly Spot Lite
RUDOLPH, HOWARD
WITH, Baltimore, Md.
Melody Market
RUFFIN, HOMER
KCLE, Cleburne, Tex.
Alarm Clock Club
RUGE, GEORGE
KYA, San Francisco, Calif
Make Believe Ballroom
RUMORE, JOE
WAPI, Birmingham, Ala.
Roundup Time
RUSSELL, BARCLAY
KABC, San Antonio, Tex.
Russell's Record Room
RUTLEDGE, DON
WEDO, McKeesport, Pa.
Yawn Patrol
RUTLEDGE, ED
WIL, St. Louis, Mo.
Dawn Patrol
RYAN, BERNIE
WCTC, New Brunswick, N. J.
RYAN, BILL
WLBR, Lebanon, Pa.
Music Hall
RYAN, BOB
KFAM, St. Cloud, Minn.
Birthday & Anniversary Club
RYAN, DAVE
WICA, Ashtabula, Ohio
Memory Lane
RYE, JACK
KTSM, El Paso, Tex.
Ryes' Record Room
RYEL, FLOYD
WDSC, Dillon, S. C.
Juke Box Review

— S —

SADLER, JOHN
WIRA, Ft. Pierce, Fla.
Juke Box Record Party
SAENGER, JIM
KOJM, Harve, Montana
K-O-J-M-boree
ST. JOHN, CHARLES
KOY, Phoenix, Arizona
Out of the Night
SALINAS, TOMAS
WMBM, Miami Beach, Fla.
Rhumba Time
SALTSMAN, DAYTON
WDAE, Tampa, Fla.
Wake up Tampa
SALVO, PAUL
KCOK, Tulare, Calif.
Off The Record
SAMPSON, GEORGE
WSAR, Fall River, Mass.
Happy Birthday
SANDLER, BERNIE
WBTA, Batavia, N. Y.
1490 Club
SANDS, LES
WWDC, Washington, D. C.
Yawn Patrol
SANTORO, BILL
WARD, Johnstown, Pa.
Calling WARD
SAUNDERS, AL
WNLC, New London, Conn.
Melody Lane
SAUNDERS, ALLEN
WCHA, Chambersburg, Pa.
Club 800
SAUNDERS, BRUCE
WSBT, South Bend, Ind.
The Record Shop
SAUNDERS, JOHN
WTOD, Toledo, Ohio
Serenade to Tep Cat
SAUTER, DAVE
WRIB, Providence, R. I.
Matters of Melody
SAVAGE, JOHN
WAAB, Worcester, Mass.
Chasing the Clock
SAVINSKI, WALT
WJMS, Ironwood, Mich
SAWYER, BILL
KWJJ, Portland, Ore.
Make Believe Ballroom
SCANLON, JACK
WLIZ, Bridgeport, Conn.
Platter Party
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
Clearfield Sunday Serenade
SCHMIDT, DICK
KMYR, Denver, Colo.
Meet the Boys in the Band
SCOTT, JEFF
WPEN, Phila., Pa.
Hot Corner
SELLERS, HARRY
WRLD, West Point, Ga.
Milkman's Matinee
SELTZER, EVERETT
WONS, Hartford, Conn.
WONS, Juke Box
SEVERIN, TOM
WCBM, Baltimore, Md.
Music You Like
SHARLAND, EARL
WGLN, Glens Falls, N. Y.
Platter Party
SHELTON, BOB
WFAA, Dallas, Tex.
Sunshine Roundup
SHELTON, JIM
KRRV, Sherman-Denison, Tex.
Musical Clock
SHEPHERD, CHARLIE
WHHT, Durham, N. C.
Juke Box Review
SHEPHERD, GENE
WSAI, Cincinati, Ohio
Bay Horse Opera
SHERWOOD, CHARLES
KIXL, Dallas, Texas
From Bed to Worse
SHIELDS, BOB
WLCR, Torrington, Conn.
990 Club
SHOEHALTER, NAT
WCTC, New Brunswick, N. J.
Sunn Side of the Street
SID, SYMPHONY
WHOM, New York City
After Hours Swing Session
After Hours
SIEMER, JOHN
WIZE, Springfield, Ohio
WIZE Owl Club
SIMPSON, CHUCK
WCSC, Charleston, S. C.
SISSON, FRANK
WOOD, Grand Rapids, Mich.
Off the Record
SLAGLE, JOHNNY
WXYZ, Detroit, Mich.
SLATTERY, JACK
WPPA, Pottsville, Pa.
Morning Clock
SMITH, BILL
KUIN, Grants Pass, Ore.
Turntable Madness
SMITH, BOB
WNBC, New York, N. Y.
Bob Smith Show
SMITH, BOB
WMLT, Bublin, Ga.
1340 Club
SMITH, BRUCE
WTRR, Sanford, Fla.
SMITH, BILL
WHAT, Phila., Pa.
All Through The Night
SMITH, CLAYTON
WAGM, Presque Isle, Me.
Schooltime
SMITH, DEAN
WROW, Albany, N. Y.
Disc Jockey Jamboree
SMITH, ROBERT E.
WTIC, Hartford, Conn.
Theatre of Melody
Your Box at the Opera
SMITH, ROY
WJZM, Clarksville, Tenn.
1400 Club
SMITH, WALLY
WKIX, Columbia, S. C.
Mail Bag
SNEED, BILL
WROB, West Point, Miss.
Musical Clock
SNOW, BOB
WMMJ, Peoria, Ill.
Breakfast Frolic
SNYDER, BILL
WJZM, Clarksville, Tenn.
Top Tunes of the Day
SPEER, T. F.
KOCA, Kilgore, Tex.
1240 Club
Rhythm Man
SPIRO, WALTER
WRLD, West Point, Ga.
Especially For You
SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.
Breaflfast With Squires
SQUIRES, DAVID
WSAY, Rochester, N. Y.
Sandman
STAMPER, WARREN
WIL, St. Louis, Mo.
Spins and Needles
STANTON, ED
KEX, Portland, Ore.
Parade of Hits
STANTON, PETE
WJPA, Washington, Pa.
Grandstand & Bandstand
STEELE, LOU
WPAT, Patersoan, N. J.
Club 93

STEELE, TED
NBC; CBS; KMPC; WMCA

STELL, BILL
WSVS, Crewe, Va.
Mailbag
STEVENS, AL
WGGA, Cedartown, Ga.
Jive Time
STEPHENS, HAROLD
WASL, Annapolis, Md.
The Record Shop
STERLING, LUD
WLEE, Richmond, Va.
Request Club
STEVENS, DICK
WMIN, St. Paul, Minn.
Party Time
STEVENSON, CHARLES JOHN
WGY, Schenectady, N. Y.
Jolly Judge
STEVENSON, STEVE
KWG, Stockton, Calif.
Juke Box Review
STEWART, ALAN
WTEL, Philadelphia, Pa.
Tunes With Your Toast
STEWART, BOB
WBRY, Waterbury, Conn.
STEWART, LEE
WROW, Albany, N. Y.
590 Club

SUTHERLAND, JIMMY
KGCU, Mandan, N. D.
Midnight Matinee
SWANSON, RALPH
WJMR, New Orleans, La.
Early Risers
SWISS, DAN J.
WRRN, Warren, Ohio
In the Groove
SYMPHONY, SID
WWRL, Woodside, N. Y.
Afternoon Swing Session

— T —

TABERNER, DOUG
WTOD, Toledo, Ohio
Serenade to Hep Cat
TAGGART, BYRON
WKRC, Cincinnati, Ohio
Tag along with Tag
TAYLOR, BILL
WOR, New York, N. Y.
Sunrise Serenade
TAYLOR, BROOKE
WJW, Cleveland, Ohio
Music Box
TAYLOR, ROSS
KTRC, Santa Fe, N. Mex.
Music of the Americas
TAYLOR, WILL
WSID, Baltimore, Md.
The Ladies Man
THOMAS, GARRETT
WOLS, Florence, S. C.
Make Believe Ballroom
THOMAS, GLENN
WJEJ, Hagerstown, Md.
On the Band Stand
THOMPSON, CAMPBELL
WGNY, Newburgh, N. Y.
Souvenir Time
TOLBOE, KENT
KOVO, Provo, Utah
Music Mart Jamboree
TOWNSEND, CHET
WCAW, Charlestown, W. Va.
Sports Carnival
TOWNSHEND, JOHN
WGWC, Salma, Ala.
Mid-Morning Varieties
TRANTER, CHUCK
WNAE, Warren, Pa.
Please Play
TRENT, GEORGE
WAGA, Atlanta, Ga.
In the Groove
TREXLER, DUKE
WSAV, Savannah, Ga.
The Bandwagon
TROUT, WAYNE
WSBA, York, Pa.
America Sings
TRYON, AL
WFUN, Huntsville, Ala.
No. 1450 Club
TUCKER, DICK
WEIM, Fitchburg, Mass.
Melody Matinee
TUCKER, ROBERT
WPAY, Portsmouth, Ohio
Coffee Time
TUCHOLKA, ED
WEBR, Buffalo, N. Y.
Noonday Revue
1340 Club
TUNIS, HAL
WAAT, Newark, N. J.
Band Review
TURNER, JIM
WSTB, Salisbury, N. C.
Hillbilly Jamboree
TUTEWEILER, C.
WHNC, Henderson, N. C.
Welcome to Carolina
TYSON, DAVE
WCAE, Pittsburgh, Pa.
Wake Up

— U —

ULMER, JIM
WMOA, Marietta, Ohio
Record Review
UNDERHILL, G. C.
KRLN, Canon City, Colo.
Around the Mill with Underhill
UPSON, DAVE
WKRC, Cincinnati, Ohio
Song Shop

— V —

VALLON, GENE
WWCO, Waterbury, Conn.
VANDIVER, BOB
WFRP, Savannah, Ga.
T. D. Show
VANN, FRANK
WTAR, Norfolk, Va.
Mail Order Music
VARGO, ANDY
KLOU, Lake Charles, La.
Hillbilly Roundup
VESEL, BOB
WHWL, Nanticoke, Pa.
Music A La Carte
VENELL, BILL
WHO, Des Moines, Ia.
Carousel
VIA, RICHARD
WLOE, Leaksville, N. C.
1490 Club
VICTOR, ERVIN
WKBW, Buffalo, N. Y.
Howdy, Neighbor
VIEHMAN, ED
WCCO, Minneapolis, Minn.
Music of the Masters
VIKEN, FLOYD
KORE, Eugene, Ore.
Early Bird
VINSON, JIMMY
WBML, Macon, Ga.
VON TOBLE, RUDY
KPQ, Wenatchee, Wash.
Musical Clock

— W —

WADE, OZZIE
WKNE, Keene, N. H.
WAGNER, JACK
KLO, Ogden, Utah
Musical Train
WAIN BEA & (Andre Baruch)
WMCA, New York, N. Y.
Mr. and Mrs. Music
WALKER, BOB
WACO, Waco, Texas
WALKER, GLENN
WCBI, Columbus, Miss.
The Disc Jockey
WALL, WOODSON
WRBC, Jackson, Miss.
Jive Parade
WALLACE, DAVE
WOOD, Grand Rapids, Mich.
Platter Chatter
WALSH, WILLIAM
WIZE, Springfield, Ohio
Rize with WIZE
WALTERS, GENE
WATL, Atlanta, Ga.
Swing Session
WALTMON, MAL
KIT, Yakima, Wash.
Your Pal, Mal
WALTON, ELDON
KEIO, Pocatello, Idaho
WALTON, SIDNEY
WINS, N. Y.
WARD, BILL
WNCA, Asheville, N. C.
Discord at Daybreak
WARNER, BILL
KRSC, Seattle, Wash.
Daily Double
WARNER, HUB
KIDO, Boise, Idaho
Album of Stars
One Night Stand
WASHBURN, TERRY
WKBW, Buffalo, N. Y.
Morning Show
WATSON, BOB
WSB, Atlanta, Ga.
Platter Party
WATSON, EARL
KFDA, Amarillo, Tex.
Disc Party
WAYNE, BURT
WNEW, New York, N. Y.
WANE, LARRY
WCOA, Pensacola, Fla.
Dancing Party
WAYNE, STU
KYW, Philadelphia, Pa.
Musical Clock
WEBSTER, KURT
WBT, Charlotte, N. C.
Midnight Dancing Party
WEAVER, DICK
KROD, El Paso, Tex.
Matinee at Radio Center
WEGENER, ED W.
WOI, Ames Iowa.
Music Shop
Music in the Air
WEINMAN, LOU
WNAB, Bridgeport, Conn.
1450 Club
WELLES, JACQUES
WITH, Baltimore, Md.
WELLS, BOB
WEBR, Buffalo, N. Y.
Hi Teen
WENDELL, BUD
WHK, Cleveland, Ohio
Bud Wendell Show
WESSON, DICK
KALE, Portland, Ore.
Platter Patter
WEST, KELLY
KLPR, Oklahoma City, Okla.
Hillbilly Hit Parade
WHALEY, BUD
KMAC, San Antonio, Tex.
Harlem Serenade
WHITEMAN, PAUL
ABC-WJZ, N. Y.
WILLIAMS, BILL
WOV, New York City
Wake Up New York

— Y —

YEAROUT, BILL
WREN, Topeka, Kans.
Topeka Timekeeper
YONGE, SYLVIA
WTMC, Ocala, Fla.
1290 Club
YORK, TOMMY
WLAY, Muscle, Shoals, Ala.
1450 Club
YOUNG, BILL
KRAL, Rawlins, Wyoming
Afternoon Varieties
YOUNG, DALE
WAOV, Vincennes, Indiana
Juke Box Saturday Night
YOUNG, J. N., JR.
KBST, Big Spring, Tex.
Platter Party
YOUNG, O. C.
WHIS, Bluefield, W. Va.
Corncrib Jamboree

— Z —

ZIMMER, GRAENE
WCSI, Columbus, Indiana

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—A—

AANENSON, QUENTIN
WLCS, Baton Rouge, La.
ABBOTT, WILLIAM N.
WTMA, Charleston, S. C.
ACKLEY, WAYNE
KRNT, Des Moines, Iowa
ADAMS, FRANCES
WCON, Atlanta, Ga.
ADLAM, BASIL
ABC—Mr. President
The Opie Cates Show
ALEXANDER, JEFF
CBS—Bill Goodwin Show
NBC—Amos 'n' Andy
ALEXANDER, JEFF
NBC—Amos 'n' Andy
ALEXANDER, MARTIN
WHBC, Canton, Ohio
ALLEN, JOHN
KPLT, Paris, Tex.
ALLEN, ROBERT
WCMW, Canton, Ohio
ALLIN, HENRY
WLAP, Lexington, Ky.
ANDERSON, CHARLOTTE
WTHT, Hartford, Conn.
ANDERSON, WARREN A.
WGFG, Kalamazoo, Mich.
ANDREWS, JAMES
KXRO, Aberdeen, Wash.
ANNO, MARY JEAN
WATW, Ashland, Wisc.
ANTONINI, ALFREDO
CBS—Eileen Farrell
ARDEN, VICTOR
NBC—Waltz Time
Manhattan Merry-Go-Round
ARIM, THOMAS
WSTV, Steubenville, Ohio
ARLO
ABC
ARMBRUSTER, ROBERT
NBC—Cavalcade of America
Kraft Music Hall
ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.
ARNAZ, DESI
NBC—Bob Hope
ALPERT, H. T. (Trigger)
NBC—The Tex and Jinx Show
ASHBY, IRVING
NBC—King Cole Trio Time
ARLO (Arlo Hults)
NBC — Honeymoon in New York
Story Shop
ARTZT, WILLIAM
CBS—Blondie
ATHEARN, BOB
KBOW, Butte, Mont.
ATKINSON, WAYNE
KVKM, Monahans, Tex.
AUDREY, ALEENA FOWLER
KOCA, Kilgore, Tex.
AUGUSTINE, JOHNNY
NBC—Take It or Leave It
AUNE, FREDDIE
NBC—Manor House Party
Freddie Aune & His Foursome
AUSTIN, RUSTY
WBUD, Morrisville, Pa.

—B—

BABIN, E. (Mrs.)
WIAC, San Juan, P. R.
BAILEY, CECIL
KVOU, Uvalde, Tex.
BAKER, MARIE
WBLJ, Dalton, Ga.
BALDWIN, BILL
KSO, Des Moines, Iowa
BALDWIN, PHIL
CKNW, New Westminster, B. C. Canada
BALLANTINE, ED
ABC—Breakfast Club
BALZER, LUDWIG F.
WRC, Washington, D. C.
BAMBRIDGE, JOHN
KMOX, St. Louis, Mo.
BANCROFT, P. F.
KTAR, Phoenix, Ariz.
BANKS, MARGARET
WBIG, Greensboro, N. C.
BANTA, FRANK
NBC—D & H Miners
BANYARD, FRANK
KWBW, Hutchinson, Kans.
BARBOUR, DAVE
BARCLAY, JAMES
WFRP, Savannah, Ga.
BARDO, LYLE
WFRC, San Francisco, Calif.
BARGY, ROY
NBC—Rexall Summer Theater
Jimmy Durante Show
BARKER, GLADYS
WFRL, Freeport, Ill.
BARKER, PETER
CJAT, Trail, B. C. Canada
BARLOW, HOWARD
NBC—Voice of Firestone
Harvest of Stars
BARNETT, CLYDENE
WKRM, Columbia, Tenn.
BARON, PAUL
NBC—Mystery in the Air
BARRETT, IDA
WLPM, Suffolk, Va.
BARRETTE, ROGER
WFEA, Manchester, N. H.
BARRON, BLUE
NBC—Edison Hotel Orchestra
BARRY, BARBARA
WHIM, Providence, R. I.
BARRY, DAN
KFKU, Lawrence, Kans.
BATE, DICK
WBSR, Pensacola, Fla.
BAUER, A. J.
WINK, Ft. Myers, Fla.
BAUGH, GENE
WBAP, Ft. Worth, Tex.
BAUM, PEARL (Mrs.)
WCSC, Charleston, S. C.
BAXTER, LEO
WBOW, Terre Haute, Ind.
BEALS, RAY
KVGB, Great Bend, Kans.
BEAVER, RUTH
WGAP, Maryville, Tenn.
BECK, AL
WDIA, Memphis, Tenn.
BECKER, ALFRED
KOY, Phoenix, Ariz.
BEHL, WALTER
WFOX, Milwaukee, Wisc.
BELEK, ROSE
KWBU, Corpus Christi, Tex.
BELL, FRANK
WEEI, Boston, Mass.
BENDITZKY, NAOUM
NBC—NBC String Quartette
BENEKE, TEX
NBC—Chesterfield Supper Club
BENNETT, RAY P.
KFJB, Marshalltown, Ia.
BENOIST, ALINE
WMIX, Mt. Vernon, Ill.
BERCOVITZ, ABE
KGW, Portland, Ore.
BERG, H. M., JR.
KVSF, Santa Fe, N. M.
BERNSTEIN, LEONARD
ABC—Boston Symphony
BERNTHAL, MURRAY
WSYR, Syracuse, N. Y.
BERQUIST, BERNARD (Whitey)
NBC—American Novels
Doctors—Then & Now
National Farm & Home Hour
World's Great Novels
Whitey Berquist Orchestra
Kickoff Tunes
BEST, LILLIAN
KGDM, Stockton, Calif.
BETHANCOURT, JOSE
NBC—Tripicana
Echoes from the Tropics
BIELSKI, CASS
NBC—U. S. Army Air Forces Band
BIGLEY, DAVID E.
WJOI, Florence, Ala.
BIRD, CHUCK
WMUS, Muskegon, Mich.

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CARLOS GASTEL

BILLINGSLEY, WM.
WADE, Dadesboro, N. C.
BISHOP, DONALD C.
KGEM, Boise, Idaho
BLACK, FRANK (Dr.)
NBC—Story of Music
Harvest of Stars
Serenade to America
NBC Symphony Orchestra
BLACK, NORMAN
WFIL, Philadelphia, Pa.
BLACKBURN, JIMMY
WBHP, Huntsville, Ala.
BLAKE, BRUCE R.
WHKK, Akron, Ohio
BLAND, CECIL
KTBS, Shreveport, La.
BLEYER, ARCHIE
CBS—Arthur Godfrey Show
Talent Scouts
Crime Photographer
BLIEDEN, LARRY
KATL, Houston, Tex.
BLOCH, RAY
By Popular Demand (MBS); Continental Celebrity Club (CBS); Crime Doctor (CBS); Holiday & Company (CBS); Johnny Presents (NBC); Mary Small — "Junior Miss" Show (ABC); Milton Berle (NBC).
BLOKER, EDYTHE
WJRI, Lenoir, N. C.
BOBBITT, M. A.
WBOB, Balax, Va.
BODDEN, ROBERT J.
KROS, Clinton, Iowa
BOGART, FRANK
NBC—Frank Bogart's Orchestra
BOISVERT, LOUIS
WBRY, Waterbury, Conn.
BONIME, JOSEPH
ABC—The Sheriff
BOONE, CARLETON
WKAL, Rome Utica, N. Y.
BORGE, VICTOR
NBC—Victor Borge Show
BORNE, HAL
NBC—Date With Judy
BOTHE, RONALD F.
WMIQ, Iron Mtn., Mich.
BOVERO, PHIL
KGO, San Francisco, Calif.
BOWEN, MARJORIE
KGLU, Safford, Ariz.
BOWERS, JACK M.
WNAD, Norman, Okla.
BOWYER, MILDRED
KJBS, San Francisco, Calif.
BOYD, WILLIAM C.
WJIM, Lansing, Mich.
BOYER, JAMES
WISH, Indianapolis, Ind.
BRADLEY, HAROLD
WHLD, Niagara Falls, N. Y.
BRADLEY, OWEN
WSM, Nashville, Tenn.
BRADLEY, OSCAR
CBS—We the People
BRADY, WILLIAM P.
WEDC, Chicago, Ill.
BRAGG, CHARLES
WGNS, Murfreesboro, Tenn.
BREITENMOSER, DON
KPDR, Alexandria, La.
BRELAND, ED
WAML, Laurel, Miss.
BRENDLER, CHARLES, (Lieutenant Commander)
NBC—U. S. Navy Band
BRESTOFF, PHIL
WXYZ, Detroit, Mich.
BREWER, DON
KAKC, Tulsa, Okla.
BRICE, JAMES A.
WTPR, Paris, Tenn.
BRIDGE, J. GORDON
WBTA, Batavia, N. Y.
BRIGHT, KEITH
WMGA, Moultrie, Ga.
BRING, LOU
NBC—Kraft Music Hall
BRISSEY, PAUL
KUOM, Minneapolis, Minn.
BRITTAIN, H.
CKRC, Winnipeg, Manitoba, Canada
BRONSON, RICHARD B.
WPOR, Portland, Maine
BROOKS, DEEN
WKNA, Charleston, W. Va.
BROOKS, GEORGE L.
KDIX, Dickinson, N. D.
BROOKS, ROBERT (Recorded)
WSCR, Scranton, Pa.
Petherick, Margaret (love)
BROWN, H. ARTHUR
KROD, El Paso, Tex.
BROWN, EDDY
WHLI, Hempstead, New York
BROWN, JAN
KWTX, Waco, Tex.
BROWN, LES
NBC—Bob Hope

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RCA-VICTOR Recording Artist

BROWN, MAURICE
CBS—Let's Pretend
BROWN, WALBERG
NBC—Do You Remember Clevelandaires
BRUCE, DWIGHT J.
WTOC, Savannah, Ga.
BRUNO, WALTER
ABC—Detroit Symphony
BRUNS, GEORGE
KEX, Portland, Ore.
BRUNSON, LILLIAN
WJMX, Florence, S. C.
BRYON, DONALD
NBC—Cavalcade of America
BRYS, GENE
WISR, Butler, Pa.
BUCHANAN, DEAN
KEYY, Pocatello, Idaho
BUHRMAN, BURT
NBC—Joyce Jordan
BULLIS, LEE S.
KYJC, Medford, Ore.
BURGESS, HARLOW
NBC—Harlow Burgess & Orchestra
BURGESS, PAUL
KWSC, Pullman, Wash.
BURKETT, KATHLEEN
KLPR, Oklahoma City, Okla.
BUTTON, HUBERT
CKCW, Moncton, N. B. Canada

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CAIN, BEN
KAFY, Bakersfield, Calif.
CAIN, OLLIE
WAPX, Montgomery, Ala.
CALDWELL, JUNE
WMT, Cedar Rapids, Iowa
CAMERON, CLIFF
WATL, Atlanta, Ga.
CAMPBELL, A. HARTWELL
WCKB, Dunn, N. C.
CAPELL, BARBARA
KFAC, Los Angeles, Calif.
CARLE, FRANKIE
NBC, CBS, MBS — Columbia Records
CARLING, TOMMY
NBC—Tommy Carling's Orchestra
CARLSON, MAUDE
WIBW, Topeka, Kan.
CARLTON, HOLLIS
WCOV, Montgomery, Ala.
CARMOUCHE, LOIS
KLOU, Lake Charles, La.
CARPENTER, HOWARD
KVNI, Coeur d'Alene, Idaho
CARROTHERS, LARRY
WBAC, Cleveland, Tenn.
CARTER, CAL
KAMD, Camden, Ark.
CARTER, GAYLOR
ABC—Bride and Groom
CASE, RUSS
NBC—Kraft Music Hall
RCA Victor Show
CASTILLO, DEL
CBS—Stars Over Hollywood
CATES, JOAN
KTMC, McAlester, Okla.
CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.
CATES, OPIE
NBC—Meet Me at Parky's
CAVALLARO, CARMEN
NBC—Sheaffer Parade
CHADWICK, ERMA
KOLE, Port Arthur, Tex.
CHAMBERLIN, GEORGE
WMBM, Miami Beach, Fla.
CHAPMAN, JACK B.
KTSM, El Paso, Tex.
CHASINS, ABRAM
WQXR New York N. Y.
CHASTANG SYBIL
KABC, San Antonio, Tex.
CHESKIN, DAVID
WGR, Buffalo, N. Y.
CHEZEM, CURTIS
KASH, Eugene, Ore.
CHITTISON, HERMAN
NBC—Herman Chittison Trio
CHRISTIAN, BOBBY
NBC—A Miss and a Male
CLARE, BOB
KTIP, Porterville, Calif.
CLARK, ALLAN
WKY, Okla. City, Okla.
CLARK, HARPER L.
KALB, Alexandria, La.
CLARK, ELIZABETH
WHPE, High Point, N. C.
CLARKE, NOVA
KHBG, Okmulgee, Okla.
CLARY, CHARLES
KOSA, Odessa, Tex.
CLEMENT, JACK
WMON, Montgomery, W. Va.
CLINTON, PAUL
WPDQ, Jacksonville, Fla.

LEW WHITE

Organist

Composer

Conductor

CURRENT SHOWS

Inner Sanctum—CBS
Listening Post—ABC
Grand Central Station—CBS
Portia Faces Life—NBC
Rose of My Dreams—CBS

RCA-Victor Recording Artist
Columbia Picture Shorts

LExington 2-1100

COLE, BUDDY
NBC—Truth or Consequences
COLE, DAVID H.
KCRS, Midland, Tex.
COLE, NAT KING
(Coles, Nathaniel); b. Montgomery, Ala., March 17, 1919; Kraft Music Hall, King Cole Trio Time, NBC
COLLINS, JERRY
WNOX, Knoxville, Tenn.
COLTER, BERTRAM
WMUR, Manchester, N. H.
COLWELL, VIRGINIA
WLDS, Jacksonville, Ill.
COMEAU, J. P.
CHEF, Granby, Que. Canada
COMISKEY, LILLIE, MAE
KWFT, Wichita Falls, Tex.
COMSTOCK, DONNA
WHTN, Huntington, W. Va.
CONEY, MARY EVELYN
WDAK, Columbus, Ga.
CONTI, ANTHONY
WLEU, Erie, Pa.
COOK, RICHARD
WMRN, Marion, Ohio
COOK, MRS. SARA
WSCN, Birmingham, Ala.
COOKE, ROBERT
KMVI, Wailuku, Maui T H
COOLEY, CARLTON
NBC—NBC String Quartet
COOPER, KATHERINE
WWNR, Beckley, W. Va.
CORTES, ARTURO
WKJB, Mayaguez, P. R.
COTNER, CARL
CBS—Gene Autry Show
COZZI, SAM
KCIL, Houma, La.
CRAIG, FRANCIS
NBC—Francis Craig Orchestra
CRAIG, MARTHA
KELD, El Dorado, Ark.
CRAVEN, HAROLD
WMFR, High Point, N. C.
CRAWFORD, JESSE
ABC — David Harding—Counterspy
CREW, CARROLL G.
KWCJ, Natchitoches, La.
CRIPPEN, BLANCHE
WKXL, Concord, N. H.
CROMWELL, VIRGINIA
KRMD, Shreveport, La.
CROOK, GEORGE
NBC—George Crook, Organist
CROSBY, BOB
(Crosby, George Robert); Band leader and Vocalist; b. Spokane, Wash. Aug. 23, 1913; ed Gonzaga Univ.; Star, Club 15; Campbell Soups (CBS).
CROSSON, ARTHUR, J.
WBNY, Buffa'o, N. Y.
CROUCH, KATHLEEN
WMBO, Auburn, N. Y.
CUGAT, XAVIER
MBS—Spotlight Bands
NBC—The Drene Show
CUMMINGS, BOB
KUJ, Walla Walla, Wash.
CUTLER, KENNETH
WILL, Urbana, Ill.

— D —

DABNEY, FRED A., JR.
WCHV, Charlottesville, Va.
DALE, ALLAN
KURV, Edinburg, Tex.
DALE, TED
Conductor; b. North Platte, Neb., July 25, 1910; Carnation Contented Show (NBC).
DANIELS, MERRILL
WRRF, Washington, N. C.
Sammy Kaye Show
DAVID, RUSS
NBC—St. Louis Serenade
DAVIDSON, BYRON
WAOV, Vincennes, Ind.
DAVIDSON, RANDY
WCRS, Greenwood, S. C.
DAVIES, LAWSON, S. C.
KCSU, Provo, Utah
DAVIS, BOB
WASL, Annapolis, Md.
DAVIS, GEORGE D., JR.
WRBL, Columbus, Ga.
DAVIS, JOHN LEE
WKEY, Covington, Va.
DAVIS, PHIL
CBS—Here's To You
DAVIS, RALPH
KEYS, Corpus Christi, Tex.
DEAL, JOHN H.
WHCU, Ithaca, New York
DEBERRY, HERBERT
WPIK, Alexandria, Va.
DE CESARE, ALICE
WGNY, Newburgh, N. Y.
DE LUCA, GIUSEPPE
WHOM, New York City

DON VOORHEES

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1947

Bell "Telephone Hour"

VICTOR YOUNG

HARRY SALTER

Musical Director of

"It Pays To Be Ignorant"—CBS

"This Is Adventure"—ABC

(U. S. Coast Guard)

CBS Documentaries

EARL SHELDON

Conductor

"JACK SMITH SHOW"

CBS

RAY BLOCH ENTERPRISES

HANK SYLVERN

STRIKE IT RICH

BOSTON BLACKIE

BARRY WOOD SHOW

BOB HAWK CAMEL SHOW

DENNY, FRANCES
WAIR, Winston-Salem, N. C.
DENT, KENNETH
KRUX, Phoenix-Glendale, Ariz.
DENTON, JAMES
KID, Idaho Falls, Idaho
DeREMER, LIONEL H.
WBCM, Bay City, Mich.
DeVOL, FRANK
NBC—Sealtest Village Store
DIAMOND, LEO
NBC—The Time, the Place, and the Tune
DICKENS, JIMMY
WKNX, Saginaw, Mich.
DILLEY, ERMAL
KFNF, Shenandoah, Iowa.
DILLON, KENNETH W.
WKOW, Madison, Wisc.
DITTMAN, BEVERLY
WKBH, LaCrosse, Wisc.
DOERR, J. HUBERT
WDZ, Tuscola, Ill.
DOGGETT, MARJORIE
KNOW, Austin, Tex.
DOLAN, BOB
CBS—Ford Show
DOLIN, MAX
KIRO, Seattle, Wash.
DONALDSON, EARL
KALL, Salt Lake City
DORR, HAROLD
WARI, Bangor, Me.
DORITY, DOROTHY
WTOL, Toledo, Ohio
DORSEY, JIMMY
NBC, CBS, MBS
DORSEY, TOMMY
NBC, CBS, MBS, WMCA
DOSS, J. R., JR.
WJRD, Tuscaloosa, Ala.
DOUGLAS, JACK
KELO, Sioux Falls, S. D.
DRAGON, CARMEN
CBS—Baby Snooks
Old Gold Show
NBC—Drene Show
DRAPES, ELIZABETH
KXLK, Great Falls, Mont.
DREHER, TURNER
KWAL, Wallace, Idaho
DUCHIN, EDDIE
NBC—Kraft Music Hall
DUFFY, JOHNNY
ABC—Murder and Mr. Malone
DUNCAN, JAMES
WNOC, Norwich, Conn.
DUNFORD, JR., B. C.
WSJS, Winston-Salem, N. C.
DUNN, GREGG
KSTT, Davenport, Iowa
DUNNING, OWEN
KOIN, Portland, Ore.
DURHAM, LOWELL
KSL, Salt Lake City, Utah
DUZER, ROGER VAN
WMBR, Jacksonville, Fla.

— E —

EADIE, ROBERT
CKSF, Cornwall, Ontario, Canada
EASTCOTT, ELMITT
KGFJ, Hollywood, Calif.
EDGES, CLARENCE
WTAQ, Green Bay, Wisc.
EDSON, EDWARD
NBC—First Piano Quartette
EDWARDS, HELEN
WRUF, Gainesville, Fla.
EDWARDS, LLEW
WPPA, Pottsville, Pa.
ELLINGTON, DUKE
NBC, CBS, WMCA, MBS
ELLIOTT, BARON
WCAE, Pittsburgh, Pa.
ENNIS, SKINNAY
NBC—Abbott & Costello
ENOS, JOE
ABC—Louella Parsons Show
NBC—We Believe
EPPEL, R. V.
KMHK, Mitchell, S. D.
ERTLE, RITA, A
WICC, Bridgeport, Conn.
ERVIN, VERA
WHHT, Durham, N. C.
ETTERS, CLARENCE
WBT, Charlotte, N. C.
EUCHNER, WAYNE
KFH, Wichita, Kan.
EVANS, BOB
KRIG, Odessa, Tex.
EVANS, DON
WGKV, Charleston, S. C.
EVANS, JEFF
KRUL, Corvallis, Ore.
EVANS, SAL
WDMG, Douglas, Ga
EVELYN & HER MAGIC VIOLIN
NBC—Hour of Charm
EWING, BERNIECE
KSCJ, Sioux City, Ia.

— F —

FACENDA, FRANK
WGM, Newport News, Va.

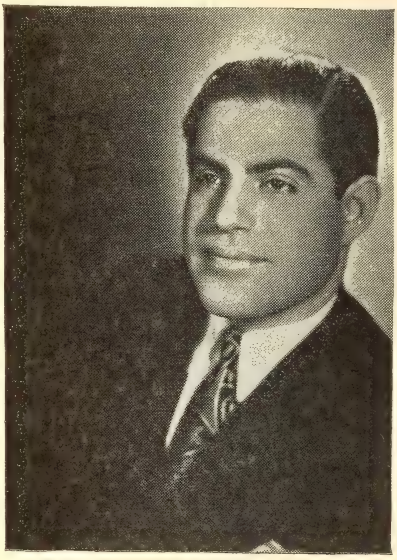
LLOYD SHAFFER

CHESTERFIELD SUPPER CLUB
1945-46-47-48

PAUL LAVALLE

Cities Service "Highways In Melody"

CARL HOFF



LENNY HERMAN
and
His Orchestra

RAY HEATHERTON
and
His Orchestra

JACK MILLER'S ORCHESTRA

Featured on

"Kate Smith Sings"
CBS

"Radio Readers Digest"
CBS

"The Aldrich Family"
NBC

"Molle Mystery"
NBC

FAGERDAHL, NORMAN
CKFI, Fort Frances, Ont., Canada
FAIRCHILD, COOKIE
NBC—Eddie Cantor Show
Take It or Leave It

FAITH, PERCY
Musical Conductor; b. Toronto, Canada, April 7, 1908; ed Jarvis Collegiate (ND); Pause That Refreshes on the Air (CBS); Carnation Contented Hour (NBC)

FALBER, BEN
WTHI, Terre Haute, Ind.
FARBER, BURT
NBC—Curtain Time
FAY, LEWIS C.
KONO, San Antonio, Tex.
FAYE, ROMELLE
NBC—Today's Children
Woman in White
Story of Holly Sloan
FEIBEL, FRED
CBS—David Harum
FELTS, ROLAND
WKDA, Nashville, Tenn.
FERM, JOHN
KVEC, San Luis, Obispo, Calif.
FERRIS, JANET
KMO, Tacoma, Wash.
FESSLER, JEAN
WTAD, Quincy, Ill.
FEUER, CY
CBS—Escape
FIELD, CHAS. B.
KWIN, Ashland, Oreg.
FINCH, ROBERT
WDAR, Savannah, Ga.
FLATH, P. HANS
KMBC, Kansas City, Mo.
FORBES, J.
CFRN, Edmonton, Alberta, Canada
FORD, CHARLES
WCCP, Savannah, Ga.
FORD, WHARTON
WSTC, Stamford, Conn.
FORRESTER, DAVID
NBC—Red Skelton
FOSSLER, DEAN
CBS—Guiding Light
FOSTER, JACK
KSIX, Corpus Christi, Tex.
FOWLER, HUGH
KRLD, Dallas, Tex.
FRASER, MARGARET
WXGI, Richmond, Va.
FRADKIN, FRED
CBS—Thin Man
FRAUDBERG, LEO
WNJR, Newark, N. J.
FRAUL, CLAUDE
WINN, Louisville, Ky.
FREEMAN, TONY
NBC—Mad Masters
FREED, ALAN
WAKR, Akron, Ohio
FRITSCH, EDWARD
KTHH, Houston, Tex.
FRITTS, WILLIAM STANLEY
NBC—The Korn Kobblers
FUHRMAN, CLARENCE
KYW, Philadelphia, Pa.
FULTON, D. K.
WALB, Albany, Ga.

— G —

GALE, WILLIAM
CBS—County Fair
GALLICHO, JOSEPH
NBC—Grand Marquee
Story for Tonight
Patterns in Melody
Doctors—Then and Now
Dave Garroway Show
Doctors Today
World's Great Novels
GALLICCHIO, JOSEPH
WMAQ, Chicago, Ill.
GANTTER, RAYMOND
WFBL, Syracuse, N. Y.
GARNER, ADAM
NBC—First Piano Quartette

GART, JOHN
Composer, conductor; b. Poland, June 6, 1905; Kiev Imperial Conservatory of Music; Columbia Workshop (WCBS), Richard Lawless (WCBS), Gabriel Heatter's A Brighter Tomorrow (WOR), Carrington Playhouse (WOR), A House In The Country (WOR); MGM, Columbia, RKO picture spots.

GEARHART, LYNN
WALT, Tampa, Fla.
GEHRETT, HARRY
KORN, Fremont, Nebr.
GEMMER, CARLYLE
KICD, Spencer, Iowa
GIBSON, MEREDITH
WJMR, New Orleans, La.
GILBERT, NOEL
WMC, Memphis, Tenn.

GEORGE WRIGHT

ARLO

and

The PLAYBOYS

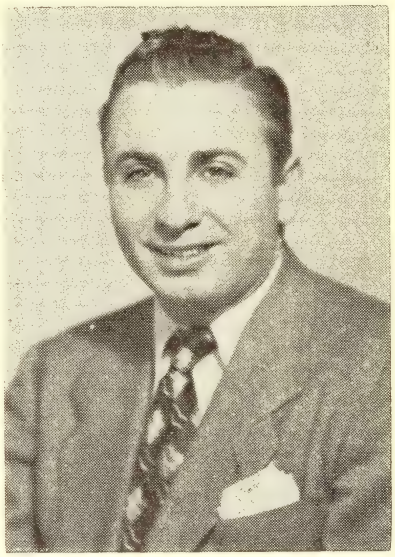
GILMORE, CHARLES
WCTA, Andalusia, Ala.
GILRONAN, ANNA
KVAN, Vancouver, Wash.
GIMPEL, BRONISLAW
ABC—Saturday Concert
GINGERY, LOUDEN
KVAK, Atchison, Kan.
GITZ, JEAN
KRDO, Colorado Springs, Colo.
GLUSKIN, LUD
CBS—Suspense
Adventures of Sam Spade
Sweeney and March
NBC—Amos 'n' Andy
GOBEL, DOLPH
Johnny Thompson
Ethel & Albert
Dolph Gobel Trio
Teen Age Time
The O'Neils
GODT, PAUL
KFEL, Denver, Colo.
GOELLER, LEE
WFHG, Bristol, Va.
GOODMAN, ABE
CBS—Grand Slam
Strange Romance of Evelyn Winters

GOODMAN, AL
Musical director; b. Russia; Peabody Sch. of Music; Prudential Family Hour (CBS); Fred Allen Show; RCA Victor recording artist

GOODMAN, BENNY
NBC—Victor Borge Show
GORDON, BILL
WHHM, Memphis, Tenn.
GORDON, LEE
NBC—Daytime Classics
Clevelandaires
GORDON, NATHAN
NBC—NBC String Quartette
GRACE, STELLA
WPIT, Pittsburgh, Pa.
GRADIN, HARRY
WDSM, Superior, Wis.
GRAHAM, ANNE
WKAI, Macomb, Ill.
GRAHAM, GENE
WWGS, Tifton, Ga.
GRALITZER, LOUIS
NBC—NBC String Quartette
GRANT, RUSSELL
KODI, Cody, Wyo.
GRASSO, FRANK
WFLA, Tampa, Fla.
GRAY, JERRY
CBS—Club 15
GREEN, BERNIE
ABC—Henry Morgan Show
GREEN, ETHYL
KIPA, Hilo, Hawaii, T. H.
GREENE, CARL
KSON, San Diego, Calif.
GREENE, JOHNNY
CBS—Man Called X
GREENWOOD, DWIGHT
KPHO, Phoenix, Ariz.
GREER, ROBT.
KPRK, Livingston, Mont.
GREY, PETER
WSMB, New Orleans, La.
GRIBBLE, JACK
KFBC, Cheyenne, Wyo.
GRIEB, HERBERT
WBRC, Birmingham, Ala.
GRILLI, ANITA
WHBQ, Memphis, Tenn.
GRIMES, SALLY ANN
KOME, Tulsa, Oklahoma
GROSS, GEORGE
WIBU, Poynette, Wis.
GROSS, WALTER
NBC—Torme Time
GROULX, AURELE
CKCH, Hull, Quebec, Canada
GROW, LOU DEAN
KLX, Oakland, Calif.
GUILET, DANIEL
NBC—NBC String Quartette

— H —

HACKETT, RAY
KQW, San Jose, Calif.
HADLEY, JR., WILLIAM H.
KXLR, North Little Rock, Ark.
HAENSCHEN, GUSTAVE
CBS—Saturday Night Serenade
NBC — American Album of Familiar Music
HALE, ETHLYN
WCKY, Cincinnati, Ohio
HALVORSEN, ROY L.
KSUB, Cedar City, Utah
HAM, SAM
WDBC, Escanaba, Mich.
HAMILTON, JOHN
KPRL, Paso Robles, Calif.
HAMILTON, WARD
WWNY, Watertown, N. Y.
HAMMONS, MARY FANE
WMOX, Meridian, Miss.
HAMON, FRANK
CHEX, Peterborough, Ontario, Canada



AL RICKEY
MUSICAL DIRECTOR AND ARRANGER
MR. KEEN — C.B.S.
HUMMERT RADIO FEATURES
MAYFAIR RECORDS
Tel. HAvemeyer 4-3779

HAMPY, HERMAN
WEEK, Peoria, Ill.
HAND, G.
WJXN, Jackson, Miss.
HANIFORD, JO
WBAA, West Lafayette, Ind.
HANSEN, BOB
KTRI, Sioux City, Ia.
HANSON, EARLE BARR
WIOD, Miami, Fla.
HANSON, HOWARD, (Dr.)
NBC—Story of Music
Orchestras of the Nation
HARDMAN, GLENN
KTUL, Tulsa, Okla.
HARMON, J. BERTRAM
WGRC, Louisville, Ky.
HARRILL, NELSON
WGWR, Asheboro, N. C.
HARRIS, ALBERT (Dr.)
NBC—Storehouse of Music

HARRIS, PHIL
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; The Fitch Bandwagon (NBC).

HARTIGAN, RICHARD
WROW, Albany, N. Y.
HARTLEY, JAMES A.
WGGA, Gainesville, Ga.
HARTLEY, JOHN
WREX, Duluth, Minn.
HARTLINE, MARY
ABC—Junior Junction
HARTMAN, ROME J.
WIRK, West Palm Beach, Fla.
HARTSFIELD, LARRY
WGNI, Wilmington, N. C.
HARWOOD, WALDO
WCSH, Portland, Me.
HATCH, DON
KSDJ, San Diego, Calif.
HATCH, WILBUR
CBS—Screen Guild Players
HATHAWAY, GEORGE L.
KYUM, Yuma, Ariz.
HAYES, DONALD C.
WNDR, Syracuse, N. Y.
HEADY, WAYNE
KTOP, Topeka, Kans.

HEATHERTON, RAY
NBC, CBS, MBS.

HEIFETZ, BERNAR
NBC—NBC String Quartette
HENKE, CHAS.
WFHR, Wisconsin Rapids, Wis.
HERFORD, JOHNNY (Miss)
NBC — Honeymoon in New York
HERMAN, CHAS.
WLAV, Grand Rapids, Mich.

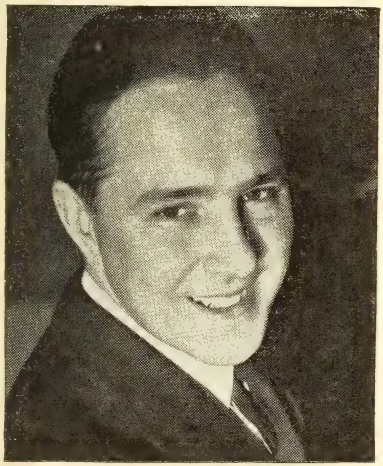
HERMAN, LENNY
NBC, CBS, MBS.

HERMAN, WOODY
(Woodrow, Herman); b. Milwaukee, Wisc.; Marquette Univ.; The Woody Herman Show (ABC); Summer Electric Hour with Peggy Lee (CBS).

HERRON, JOEL
WHN, New York, N. Y.
HERSENHOREN, SAMUEL
NBC—Wayne & Shuster Show
HESLOP, EMILY
KOLO, Reno, Nev.
HESS, GENE
KIT, Yakima, Wash.
HILL, DAVID
WEAM, Arlington, Va.
HINMAN, HAROLD
KTRB, Modesto, Calif.
HIRSCH, BERTRAND
NBC — American Album of Familiar Music
HIPPS, TOM
KCTX, Childress, Tex.
HITT, JOHN A.
KSKY, Dallas, Texas
HODELL, VIRGINIA
WIBA, Madison, Wis.

HOFF, CARL
Orchestra leader; b. Oxnard, Calif.; USC; Ariz. Conservatory of Music; Columbia Records; Shorts for Warner Bros.; Kay Kyser's "College of Musical Knowledge" (NBC).

HOFFMAN, JACK
KFMJ, Tulsa, Okla.
HOGAN, HARLAN
WSBT, South Bend, Ind.
HOHENGARTEN, CARL
KWK, St. Louis, Mo.
HOKANS, ARNE
WKLA, Ludington, Mich.
HOLDEN, KENNETH, F.
KBKR, Baker, Ore.
HOLLANDER, MAX
NBC—NBC String Quartette
HERMAN, LENNIE
Lennie Herman Quintet
HOLT, LEAH
KWJJ, Portland, Ore.



CHARLES PAUL
Conductor—Composer
MR. & MRS. NORTH
NBC
THEATRE OF ROMANCE
CBS

WALTER SCHARF
Musical Director—
Composer
ALICE FAYE—PHIL HARRIS
Fitch Bandwagon

HOMESTEADERS (orchestra)
NBC — National Farm and Home Hour
HORTON, VAUGHN
HOUSE, FRANK
WJOY, Burlington, Vt.
HOUSTON, ED
CKEY, Toronto, Ontario, Canada
HOVEY, DON
WHO, Des Moines, Ia.
HOWARD, EDDIE
NBC—Sheaffer Parade
HOWARD, GEORGE SALLADE, Major
NBC—U. S. Army Air Forces Band
HUBER, HAP
WSNY, Schenectady, N. Y.
HUBER PAUL R.
WTVL, Waterville, Me.
HUDSON, JESALYN PAYNE
WREC, Memphis, Tenn.
HUFFMAN, GLENDA
KECK, Odessa, Tex.
HULTS, ARLO
Honeymoon in New York
Story Shop
HUNSBERGER, PAUL J.
WWBZ, Vineland, N. J.
HUSTAD, DON
ABC—Club Time
HUTSELL, ROBERT
WHAS, Louisville, Ky.
HUTTO, MALCOLM
WJEJ, Hagerstown, Md.
HYLTON, KATIE
KMHT, Marshall, Tex.

— I —

IHRKE, ELMER
WEMP, Milwaukee, Wisc.
IMBROGULIO, JOSEPH
WFBR, Baltimore, Md.
ISHAM, DON
KOL, Seattle, Wash.

— J —

JACKSON, WALTER
WIBC, Indianapolis, Ind.
JELESNIK, EUGENE
KDYL, Salt Lake City, Utah
JELLISON, WM. P.
WFTW, Ft. Wayne, Ind.
JENKINS, GORDON
CBS—Dick Haynes Show
JEROME, JERRY
NBC—Teentimers Club
JOHNSON, LAURA
WJMS, Ironwood, Mich.
JONES, SPIKE
CBS—Spotlight Review
JOY, VIOLET
WHOT, South Bend, Ind.

— K —

KAHN, JOE
NBC—Vest Pocket Varieties
Once Upon Our Time
Musical (also called Cameos of Music)
KALER, RANDALL
WFAS, White Plains, N. Y.
KATZ, BERNARD
NBC—Hollywood Star Preview
KATIMS, MILTON
NBC—Music for Today
Plays by Ear
Serenade to America
Vest Pocket Varieties
Tapestry Musicale
Eternal Light
NBC Symphony Orchestra
NBC Concert Orchestra
KATZ, BERNARD
ABC—Mayor of the Town
KAUFMANN, HARRY J.
WDAF, Kansas City, Mo.
KAY, MARY
WMAM, Marinette, Wisc.
KAYE, SAMMY
ABC— Sunday Serenade
So You Want To Lead A Band
KOURY, REX
ABC—The Adventures of Bill Lance
KEARNS, JOEY
WCAU, Philadelphia, Pa.
KEATON, CHARLES
WOL, Washington, D. C.
KEEN, MARION
KTMS, Santa Barbara, Calif.

KENTON, STAN

(Kenton, Stanley N.); Band leader; b. Wichita, Kans., Feb. 19, 1912.

KERR, SHIRLEY
WKST, New Castle, Pa.
KIMBLE, WALTER D.
WDBO, Orlando, Fla.
KIBBEE, GORDON
NBC—Date With Judy
KILEY, JOHN
WMEX, Boston, Mass.
KINGSBURY, CHET
NBC — Adventures of Ellery Queen
KINNEY, WENDALL
KXLE, Ellensburg, Wash.
KLEIVE, JOHN
WEBC, Duluth, Minn.
KORN KOBBLERS
NBC—Korn Kobblers program
KOSLOFF, LOU
NBC—Life of Riley
KOSTAL, IRVING
(with the Irving Kostal Trio)
NBC—Once Upon Our Time
KOSTELANETZ, ANDRE
CBS—The Music of Andre Kostelanetz
KOTTLER, MISCHA
WWJ, Detroit, Mich.
KOUSSEVITZKY, SERGE
ABC—Boston Symphony
KRUEGER, BENNIE
NBC—Rudy Vallee Show
KRUEGER, KARL
ABC—Detroit Symphony
KUNZ, KERROLL
WNBZ, Saranac Lake, N. Y.
KURTZ, SAMUEL
NBC—U. S. Army Air Forces Band
KYLE, FORREST
KOPP, Ogden, Utah

KYSER, KAY

(Kyser, James King Kern); Band leader, Comedian; b. Rocky Mount, N. C., June 18, 1905; Univ. of N. C.; College of Musical Knowledge (NBC).

— L —

LAMBERT, NORMAN
WLBZ, Bangor, Maine
LANDAU, IRVING
WINS, New York, N. Y.
LANE, LORNA
WROK, Rockford, Ill.
LANGE, HENRY
WHIO, Dayton, Ohio
LARSON, WAYNE
WJAG, Norfolk, Neb.
LAUZAU, FRANCIS
WMMN, Fairmont, W. Va.

LAVALLE, PAUL

Conductor, Composer, Arranger; b. Beacon, N. Y., Sept. 6, 1908; ed. Institute of Musical Art (Julliard) Highways in Melody, NBC; Saturday Concert, ABC.

LaVOIE, PAUL
WJR, Detroit, Mich.
LEAF, ANN
NBC—Lorenzo Jones
Front Page Farrell
LEIBERT, DICK
NBC—Katie's Daughter
Stella Dallas
When a Girl Marries
Dick Leibert program
LEIGH, LEONARD
KSTP, St. Paul-Minneapolis, Minn.
LEVANT, OSCAR
NBC—Kraft Music Hall
LEVEY, HAROLD
CBS—Armstrong Theatre of Today
ABC—Theatre Guild on the Air
LEVIN, SYLVAN
WOR, New York, N. Y.
LIEBERT, DICK
CBS—Our Gal Sunday
LIGHT, ENOCH
NBC—Enoch Light Orchestra
LOFTESNESS, RAY
KSOO, Sioux Falls, S. Dak.
LOMBARDO, GUY
CBS, MBS, NBC, ZIU transcriptions
LONG, JOHNNY
KDWT, Stamford, Texas
LOPEZ, VINCENT
NBC—Luncheon with Lopez
LUCKY, PENNIES
NBC—Circle Arrow Show
LUDLOW, BEN
NBC—Call the Police
LYN, MURRAY
NBC—Harvest of Stars
LYNCH, CAROLYN SMITH
WLAQ, Rome, Ga.

Mc

McCALL, BETTY JO
WWPF, Palatka, Fla.
McINTIRE, RUSSELL B.
WSTP, Salisbury, N. C.
McLEAN, DON
KFYR, Bismarck, N. Dak.
McMANUS, WALLACE
WEBR, Buffalo, N. Y.

— M —

MAGNANTE, CHARLIE
NBC—Jack Berch Show
MALNECK, MATTY
NBC—Duffy's Tavern
MAMORSKY, MORRIS
NBC—Eternal Light
Third Horseman
MANN, CARL F.
KVET, Austin, Tex.
MARSHALL, BILLY
WPEN, Philadelphia, Pa.
MARTIN, FREDDY
CBS—Jack Carson Show
MARTIN, NOEL
KOB, Albuquerque, N. M.
MATTOLA, TONY
NBC—Jack Berch Show
The Tex and Jinx Show
MAUPIN, REX
ABC—Tommy Bartlett Time
MAY, BILLY
CBS—Adventures of Ozzie and Harriet
ABC—You Bet Your Life

MEAKIN, JACK

MEEDER, BILL
NBC—Pepper Young's Family
Right to Happiness

MERRICK, MAHLON
NBC—Musical Arrangements
The Jack Benny Show
MILLER, ARCHIE
WAAT, Newark, N. J.
MILLER, IRVING
CBS — The Jack Kirkwood Show

MILLER, JACK
(Miller, John J.); Musician; b. Dorchester, Mass., Sept. 4, 1899; Kate Smith Sings, Aldrich Family, Molle Mystery Theater, Radio Reader's Digest Show, CBS.

MILLER, JEAN
WGTL, Kannapolis, N. C.
MILLER, JOHNNY
NBC—King Cole Trio Time
MILLER, MAX
Your Host Is Buffalo
MILLER, TERRY
Your Host Is Buffalo
MILLS, BILLY
NBC—Fibber McGee & Molly
MILLS, VERLYE
NBC—The Tex and Jinx Show
MILTON, CHARLES
Meet the Missus
Dr. Christian
Melody Trail
Money On the Line
What Makes a Song
California Caravan
MITTLER, FRANK
NBC—First Piano Quartette

MONROE, VAUGHN
Bandleader; b. Akron, Ohio, Oct. 7, 1911. Camel Show, CBS.

MOORE, OSCAR
NBC—King Cole Trio
MORTON, HELEN
NBC—Words and Music
MURPHY, JOHN P.
KQV, Pittsburgh, Pa.

MURRAY, LYN
Music Director, Sunday Night Ford Theatre; Harvest of Stars; Your Hit Parade; Adventures of Philip Marlow (NBC).

MUSCHERA, SYLVIO
WGAT, Utica, N. Y.

— N —

NELSON, OZZIE
Adventures of Ozzie & Harriet
NEVINS, AL
NBC—Three Suns Trio
The Three Suns Shine
NEVINS, MORTY
NBC—Three Suns Trio
The Three Suns Shine
NEWMAN, RUBY
NBC—Ruby Newman Orchestra
NOBLE, RAY
NBC—Charlie McCarthy Show
NORMAN, RALPH
ABC — The Tales of Willie Piper
NOVAK, FRANK
CBS, MBC, NBC — Take It Easy
NYDEGGER, VERNE
KFBI, Wichita, Kans.

— O —

OHMAN, PHIL
NBC—The Time, the Place, the Tune
OLSEN, GEORGE
NBC—George Olsen and Orchestra
O'NEILL, JOSEPH
KVOO, Tulsa, Okla.
OSBORNE, WILL
NBC—Abbott & Costello
OSSER, GLENN
ABC—The Clock
OWEN, ELWYN
NBC—Meet the Meeks

— P —

PADWA, VLADIMIR
NBC—First Piano Quartette
PAGE, CAVANAUGH TRIO
NBC—Jack Paar Show
PAGE, DOROTHY
WPAY, Portsmouth, Ohio
PAIGE RAYMOND
NBC—RCA Show
PAQUETTE, ARTHUR
WFCI, Pawtucket, R. I.
PATENT, HARRY
NBC—Mystery Without Murder

PAUL, CHARLES F.
Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug. 23, '02; ed. N. Y. College of Music; Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC); Lora Lawton (NBC).

PAUL, EDDIE
NBC—Sealtest Village Store
PELLETIER, WILFRED
ABC—Metropolitan Auditions of the Air
PENNARIO, LEONARD
NBC—Kraft Music Hall
PERAZZO, GENE
NBC—Mystery Without Murder
Colonel Humphrey Flack
PETRILLO, CAESAR
WBBM, Chicago, Ill.
POOLE, VALTER
ABC—Saturday Concert
Detroit Symphony
PRATT, LLOYD
(member of Page Cavanaugh Trio)
NBC—Jack Paar Show
PRATHER, KENNETH
KDFN, Casper, Wyo.

— R —

REPINE, BURT T.
WRVA, Richmond, Va.
RHAY, KINGSTON
RICE, ED
NBC—Voices Down the Wind

RICKEY, AL
Mr. Keen, CBS.

RIO, ROSA
ABC—Ted Malone
My True Story
ROBBINS, BERNARD
NBC—NBC String Quartette
ROBINSON, MARCIA
WNAB, Bridgeport, Conn.
ROMBERG, SIGMUND
NBC—An Evening with Romberg
ROMEO, PAUL
WOV, New York City
ROSE, DAVID
NBC—Blue Ribbon Music Time
Red Skelton Show
ROSS, ROY
WNEW, New York, N. Y.
ROSTAL, LEO
NBC—Cameos of Music
Musical Cameos
ROTH, AL
NBC—Schaefer Star Revue
RUSSELL, HENRY
NBC—Lucille Norman Show
Names of Tomorrow
Pacific Story
Front and Center
RYAN, TOMMY
NBC—Tommy Ryan's Orchestra

— S —

SAATKAMP, JACK
NBC—Circle Arrow Show
SACK, AL
NBC—Take It or Leave It
SAIDENBERG, DANIEL
NBC—Chase & Sanborn Presents Alec Templeton

SALTER, HARRY
Musical Conductor; It Pays to be Ignorant (CBS); This Is Adventure (ABC); Stop The Music (CBS); Documentaries.

SANTELMANN, WILLIAM F. Major
NBC—U. S. Marine Band
SAPUTO, FRANK
NBC—Bob Burns Show
Chesterfield Supper Club
SAVITT, JAN
CBS—Rhapsody in Rhythm

SCHARF, WALTER
Musical Director; b. New York, N. Y., Aug. 3, 1910; NYU; The Fitch Bandwagon (NBC).

SCHOEN, VIC
CBS — The Andrew Sisters Show
SCHRAMM, JOSEPH
WDSU, New Orleans, La.
SCHUSTER, EMMETT
KXOK, St. Louis, Mo.
SCOTT, EDELE
CBS—Adventurer's Club
SECHTMAN, MAURICE
WONS, Hartford, Conn.
SECKLER QUARTETTE
NBC—Abbott and Costello
SELINSKY, VLADIMIR
CBS—FBI In Peace & War
NBC—The Big Story
SEMMLER, ALEXANDER
CBS—Studio One
NBC—Molle Mystery Theater
SEXTON, EDITH
WSUN, St. Petersburg, Fla.
SHACKLEY, GEORGE
NBC—The Art of Living
Highlights of the Bible
National Radio Pulpit

SHAFFER, LLOYD M.
Musical Director; b. Ridgway, Pa., Sept. 21, 1901; Allegheny College Univ. of Cincinnati; College of Music Cinn.; Chesterfield Supper Club.

SHARPE, H. H.
WTRY, Troy, N. Y.

SHELDON, EARL
(Sheinker, Irving) Conductor, Arranger; b. N. Y. C., N. Y., Jan. 1, '15; Jack Smith Show (CBS); Drene Shampoo Show (NBC).

SHERMAN, GRETCHEN
WSAY, Rochester, N. Y.
SHIELD, ROY
NBC—RCA Victor Show
Serenade to America

SHOREY, LAWRENCE
WHEB, Portsmouth, N. H.
SHREDNIK, MILTON
NBC—Music by Shrednik
Rhapsody of the Rockies
Sketches in Melody
SILVERBERG, BEN
NBC—Clevelandaires
SILVERN, HANK
CBS—Strike It Rich
SILVERS, LOU
CBS—Lux Radio Theatre
SIMPSON, MARILYN
WAGA, Atlanta, Ga.
SIMS, LEE
NBC—Lee Sims—Piano Moods
SINATRA, RAY
NBC—Bob Burns Show
SMITH, BEASLEY
NBC—Signed Beasley Smith
SMITH, PAUL J.
CBS—Eddie Bracken Show
SMITH, HELENE
KGER, Long Beach, Calif.
SMITH, HOWARD
CBS—Robert Q. Lewis Show
Bob Reid Sings
SMITH, JOHNNY
NBC—Betty Harris Show
SODJA, JOE
NBC—Fred Waring Show
SOSNICK, HARRY
NBC — Penguin Room with Hildegarde
SPITALNY ALL GIRL ORCHESTRA
CBS—Hour of Charm
SPITALNY, H. LEOPOLD
NBC—NBC Concert Orchestra
Vest Pocket Varieties
Saturday Matinee with Elaine Malbin
Serenade to America
SPIVAK, CHARLIE
NBC, CBS, MBS
STARR, MILTON
WIP, Philadelphia, Pa

STEELE, TED
WMCA

STEINER, FREDERICK
ABC—This Is Your FBI
STEINHARDT, LAWRENCE
NBC—Cameos of Music
Musical Cameos
STEVENS, LEITH
CBS—The Academy Award
STEWART, EARL
NBC—Percolator Party
STOESS, WILLIAM
ABC—The Greatest Story Ever Told
STOPAK, JOSEPH
The Fat Man
Let's Go To The Met
STORDAHL, AXEL
CBS—Songs By Sinatra
NBC—Your Hit Parade
STRAETER, TED
NBC—Ted Straeter Orchestra
SUES, LEONARD
NBC—The Eddie Cantor Show

SYLVERN, HENRY "HANK"
Musical Director, Composer, Organist; b. B'klyn, N. Y., March 26, '11; ed. NYU, Paris Conservatory, Leipsig Conservatory, College of Musical Art; Calling All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales MGM, Samuel Goldwyn, Enterprise; 20th Century-Fox.

— T —

TAUBMAN, PAUL
NBC—The Adventures of Frank Merriwell

TAYLOR, WILLIAM
WMCA, New York, N. Y.
TEMPLETON, ALEC
NBC — The Alec Templeton Show
THOMPSON, CATHERINE
NBC—We Believe
THREE SUNS TRIO
NBC—Three Suns Trio
The Three Suns Shine
TOSCANINI, ARTURO
NBC—NBC Symphony Orchestra
TOWNSEND, JOHN
WAIM, Anderson, S. C.
TOWNSEND, RICHARD, Chief Warrant Officer
NBC—U. S. Navy Band
TRAINER, KEMPER S.
KCHS, Hot Springs, N. M.
TROTTER, JOHN SCOTT
ABC—Philco Radio Time
TRUDEAU, NED
WABY, Albany, N. Y.

— U —

UHLES, AL
KALE, Portland, Ore.
UMLAND, LaVERNA
WMRO, Aurora, Ill.

— V —

VALLEE, RUDY
NBC—The Rudy Vallee Variety Show
VAN DAMME, ART
NBC—Art Van Damme Quintet
Manor House Party
Design for Living
Dave Garroway Show
VANDAGRIFT, CARL
WOWO, Fort Wayne, Ind.
VAN STEEDEN, PETER
ABC—Break the Bank
CBS—Christopher Wells
NBC—Mr. District Attorney
VILLALONGA, ABDIAS
WPRA, Mayaguez, P. R.
VITO, ELAINE
CBS—Mommie and the Man
VOGT, JERRY
WHEC, Rochester, N. Y.
VON TOBLE, R.
KPQ, Wenatchee, Wash.

VOORHEES, DON
NBC—Telephone Hour
NBC—Cavalcade of America

— W —

WALKER, BOB
WACO, Waco, Texas
WALKER, EDWARD C.
WDAE, Tampa, Fla.

WARD, JACK
Organist; b Philadelphia, Pa., Aug. 31, 1896; Combs Conservatory; Gangbusters, Bill Stern, Home Around the World, Univ. of the Air, Between the Bookends, Pot O'Gold, Home Is What You Make It (NBC); NBC Tele; NBC Recording Thesaurus.

WARING, FRED
Conductor, Composer; b. Tyrone, Pa., June 9, 1900; Penn State; Fred Waring Show (NBC), Johnson's Wax (NBC).

WARNOW, MARK
CBS—Borden Program
Sound Off
NBC—Your Hit Parade
WASHBURN, COUNTRY
NBC—Saturday Night Roundup
WEBB, LOUIS
NBC—Words and Music
Lou Webb
WEBER, HENRY
WGN, Chicago, Ill.
WEELANS, LESTER
KLZ, Denver, Colo.
WEINER, MILTON
WLW, Cincinnati, Ohio
WESTLEY, O.
WLS, Chicago, Ill.
WESTON, PAUL
NBC—Chesterfield Supper Club
WHIPPLE, DOC
NBC—Ma Perkins
Honeymoon in New York
Light of the World
WHITE, LEW
NBC—Portia Faces Life

WHITE, LEW
Organist-Composer; ed. Univ. of Penn.; Inner Sanctum, CBS; Grand Central Station, CBS; Portia Faces Life, NBC; Rose of My Dreams, CBS; RCA-Victor Recording Artist; Columbia Picture Shorts

WHITE, PAUL
KUIN, Grants Pass, Ore.

WHITEMAN, PAUL
On Stage America, ABC

WICKER, WALLY
NBC—Club Norman Orchestra
WILKINSON, ERIC
WIBG, Philadelphia, Pa.
WILLSON, MEREDITH
NBC—Maxwell House Coffee Time
CBS—Ford Showroom
WINN, JOHN H.
WIRE, Indianapolis, Ind.
WINTERS, JOHN
NBC — The Adventures of Frank Merriwell
Backstage Wife
Young Widder Brown
WIRGES, WILLIAM
ABC—Gangbusters
MBS—Richard Maxwell
Hymns You Love
WORTH, FRANK
CBS—First Nighter

WRIGHT, GEORGE
Organist - Pianist; b. Orland, Calif., 1920; ed. College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); NBC Thesaurus.

WYLE, GEORGE
NBC—Alan Young Show
WYNN, PAUL
WRRF, Washington, N. C.

— Y —

YOUNG, VICTOR
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

— Z —

ZACHER, GENE
NBC—Music of the Moment

Writers for Radio

Advertising Agency—Network Station—Free Lance

—A—

ABBOTT, HARRY
Vera Croft Show
KTUL, Tulsa, Okla.

ABBOTT, V. R.
Thytm & Riddles
KGFF, Shawneee, Okla.

ADKINS, MARYALICE
The Serenaders
KHQ, Spokane, Wash.

ALACORN, OSWALDO
KCOR, San Antonio, Texas

ALAND, HAZEL
Your American Music
KVNU, Logan, Utah

ALEXANDER, MARTHA
CBS—Second Mr. Burton

ALEXIEVE, HELEN
Horizons of Tomorrow
KGW, Portland, Ore.

ALLAND, WILLIAM S.
CBS—Doorway to Life

ALLEN, VIRGINIA PAXTON
WHFB, Benton Harbor, Mich.

ALT, DON
Continuity Head
WMT, Cedar Rapids, Iowa

ANDERSON, B. F.
Name Game
KWYO, Sheridan, Wyoming

ANDERSON, FLORENCE
WOC, Davenport, Ia.

ANDERSON, HELEN
WKBK, Detroit, Mich.

ANDRES, HOYT T.
WKY, Oklahoma City, Okla.

ANDREWS, ALICE
KCNA, Tucson, Arizona

ANGELOS, BETTY BEALS
Varsity Varieties
KVER, Albuquerque, N. M.

ARNOLD, CAROL
WQXR, New York, N. Y.

ARTHUR, ERIC
WNEW, New York, N. Y.

ARTHUR, ROBERT
Mysterious Traveler
WOR, New York, N. Y.

—B—

BAER, GRACE
KBKR, Baker, Ore.

BALCOM, FRANCES
WJTN, Jamestown, N. Y.

BALE, NORMAN
KTFS, Texarkana, Texas

BALZER, GEORGE
NBC—The Jack Benny Show

BANNER, MARIE
CBS — Romance of Helen Trent

BARLOW, MYRA
KVAN, Vancouver, Wash.

BEAUPRE, WALTER
Two on the Aisle
WCOU, Lewiston, Maine

BECKWITH, FRED
KCRA, Sacramento, Calif.

BELL, DOTTIE
Cavalcade of Mid-South
KWEM, West Memphis, Ark.

BERMAN, LEONARD
WANN, Annapolis, Maryland

IRNA PHILLIPS

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ALSO AVAILABLE . . .

Serial Drama
"Masquerade"
"Challenge to Spring"

Half-Hour Daily Episode
"Whom God Hath Joined"

Audience Participation
"Time Out for Life"

BIGBEE, NELLE
Schedule For Living
WMFT, Florence, Ala.

BIXBY, CARL

BLOOM, SEYMOUR
Buzz & Bill, Favorite Songs, SmileA-While, Harmony Lane, Music Preferred, Morning Recess, KDKA, Pittsburgh, Pa.

BOLES, EDMOND
Valley Vignettes
KMJ, Fresno, Calif.

BORWN, LU
WLAY, Muscle Shoals, Ala.

BOYD, JOHN
Variety in Melody
KTSW, Emporia, Kans.

BOWERS, FLOYE
WISE, Asheville, N. C.

BRACKETT, ROGERS
ABC—Vox Pop

BRAUN, GILBERT
Writer, Director; b. N. Y. C.; ed. N. Y. University; Frank Merriwell Program; Horatio Alger's Journal; Keys to Adventure; Adventures in Bibleland.

BRAUN, RUTH
Frank Merriwell; Horatio Alger's Journal; Keys To Adventure; Adventures in Bibleland.

BRAWNER, PAUL
WKY, Oklahoma City, Okla.

BRENNEMAN, MARGE (Mrs.)
Pekin Around Town
WSIV, Pekin, Ill.

BRIDGE, J. GORDON
WBTA Playhouse
WBTA, Batavia, N. Y.

BRINKLEY, RUSS
WHP, Harrisburg, Pa.

BRINKMAN, BARBARA
WCON, Atlanta, Ga.

BROWER, WILLIAM
100 Years Ago This Week
WGVA, Geneva, N. Y.

BROWN, ALLAN S.
Guess-a Sound
Events in Music
KOPO, Tucson, Arizona

BROWN, DAVE
Ernie Lee Show
WLW, Cincinnati, Ohio

BROWN, LYMAN
Tops in Pops
WBAP, Fort Worth, Tex.

BRYAR, BOB
Studio Workshop
WWRL, Woodside, N. Y.

BRYSON, CONREY
Let's Visit El Paso
KTSM, El Paso, Tex.

BUCHANAN, ALICE
KSO, Des Moines, Iowa

BURDICK, CORIE
Dr. Kate
KEEN, San Jose, Calif.

BURK, JOHN
ABC—Boston Symphony

BURROUS, FRED
KDB, Santa Barbara, Calif.

BURROWS, ABE
Joan Davis Show
Dinah Shore Program
ABC—Sky King

BURTT, ROBERT M.

BYRON, EDWARD ARMOUR

BYRON, JAS. A.
S. W. Football Prev.
WBAP, Fort Worth, Tex.

— C —

CAIN, BEN
Raisin' Cain
KAFY, Bakersfield, Calif.

CAMPEN, JOANNA
Neighborhood Reporter
WWXL, Peoria, Ill.

CANHAM, ERWIN D.
ABC — The Christian Science Monitor Views The News

CARLESCO, GEORGE
Drama Workshop
WWRL, Woodside, N. Y.

CARLSON, CAROLE
History Highlights
WBAA, West Lafayette, Ind.

CARLSON, DOROTHY H.
Stars in the Making
WWBZ, Vineland, N. J.

CARR, JOE
News Writers
WCKY, Cincinnati, Ohio

CAVANAUGH, AUDREY F.
It's a Woman's World
WHAI, Greenfield, Mass.

CARRINGTON, ELAINE
CBS—Rosemary

CARROLL, CARROLL
CBS—Club 15

CHAMBERS, JANET
Here Comes Harmon
WINN, Louisville, Ky.

JERRY McGILL
Writer - Producer
"Big Town" . . . CBS
Available
"Appointment—Tonight"

MILTON J. KRAMER
WRITER:
Mystery
Counterspy (ABC)
Nick Carter (MBS)
Crime Photographer (CBS)
Comedy
Phil Leeds Show (NBC)
McGarry and the Mouse (MBS)
Glenda Farrell Show
Candy Jones, Harry Conover
Colonel Stoopnagle Show (NBC)
Dramatic
Famous Jury Trials (ABC)
Real Stories (MBS)
WRITER-PRODUCER:
Professor Broadway and Boitram (MBS)
Roger Allen, Criminal Lawyer (MBS)
Formerly magazine writer and editor
MEd. 3-1591

CHARLES, MILTON
Organist, singer, composer, conductor

CHILDS, HOPE
WGST, Ga. Tech Station, Atlanta, Ga.

CHOWN, DONN
Script Editor
WJR, Detroit, Mich.

CLARE, BOB
KTIP, Porterville, Calif.

CLARK, ANN
For the Women
KVSF, Santa Fe, N. M.

CLARK, MARILYN
KIMA, Yakima, Wash.

CLEMMONS, RUBY
WJR, Detroit, Mich.

CLOSE, VIVIAN
Talk of the Town
KPDR, Alexandria, La.

CLUNE, ROBERT
Breakfast Bingo
WJIM, Lansing, Mich.

COE, BETTY
Market Basket
WTAX, Springfield, Ill.

COE, MAIZIE
KCKN, Kansas City, Kans.

COLE, ALONZO, DEAN
CBS — Casey Crime Photographer

COLEY, LEM
Club Quiz
WRFS, Alexander City, Ala.

COLLINS, FRED
CBS—FBI In Peace and War

CONKEY, FRANK JR.
Chamber of Commerce Forum
WAIR, Winston-Salem, N. C.

CONLAN, PAUL
ABC—Abbott and Costello

COOMB, JACK
WNOC, Norwich, Conn.

CORSEY, ALEX
Time Out
WMFF, Plattsburg, New York

COSTELLO, PAT
ABC—Abbott & Costello

COTT, TED
Writer, director producer; b. Poughkeepsie, N Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumplstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

COURTNEY, GENE
Johnny Jayhawk
KFKU, Lawrence, Kans.

CRADDOCK, HARRIS
Hoe and Fireside
KWSL, Lake Charles, La.

CRANDALL, BRAD
WSB, Atlanta, Ga.

CULKIN, ANNE
WSCR, Scranton, Pa.

— D —

DALZELL, MADGE
Tune UP Time
WIRE, Indianapolis, Ind.

DANIEL, PRESTON C.
WHPE, High Point, N. C.

DANIELS, ELIZABETH
The Last Word
KDAL, Duluth, Minn.

DANNENBAUM, ALEXA
WQXR, New York, N. Y.

DARBY, JUNE
Children's Album
KXLW, St. Louis, Mo.

DAVIS, GORDON
KYW, Philadelphia, Pa.

DAWES, EDMUND "Skipper"
Teen Age Time
Magic Lady Supper Club
WFIL, Philadelphia, Pa.

DAWSON, RONALD

BEAVER, KAY
Favorite Story
KTSM, El Paso, Tex.

DE FELICE, GLORIA
WRIB, Providence, R. I.

DENKER, HENRY
ABC—The Greatest Story Ever Told

DERBYSHIRE, JOSEPH
KYW, Philadelphia, Pa.

DEVINE, JERRY
ABC—This Is Your FBI

DEVORE, TOM
KVOO, Tulsa, Okla.

DiFANT, MARY
Market Basket
WNHC, New Haven, Conn.

DOBBINS, SHELLEY
WNEW, New York, N. Y.

DONAHUE, BARBARA
Breakfast Bingo
WGFG, Kalamazoo, Mich.

Ruth and Gilbert Braun

Writers — Directors — Producers

☆

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•

Sturges Highway
Southport, Conn.

DONNELLON, EDDIE
News Writer
WCKY, Cincinnati, Ohio
DONOVAN, HOBART
ABC—The Lassie Show
DOOLITTLE, RUTH
Shoppers Guide
WNHC, New Haven, Conn.
DOPP, CLAY
News
WKBK, Detroit, Mich.
DOUGALL, BERNARD
ABC — The Paul Whiteman Club
DOWD, JIL
CBS — Adventures of Sam Spade
DOYLE, BETTY
WWCO, Waterbury, Conn.
DRAKE, JOHN
Continuity Editor
WLS, Chicago, Ill.
DRAPEAU, BARBARA
730 Bazarre
WACE, Chicopee, Mass.
DRILL, HELEN
This is Music
KWJJ, Portland, Ore.
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.
DUNN, ANN
WHP, Harrisburg, Pa.
DUNN, WILMA
KREO, Indio, Calif.

— E —

EBERLY, PHIL
Radio Recipe
WSBA, York, Pa.
EDDY, WALT
Special Events
KWSC, Pullman, Wash.
EICHELBAUM, CLAIRE
WCHV, Charlottesville, Va.
ESENBERG, NAT
WMCA, New York, N. Y.
ELDREDGE, JOHN
Echoes of Broadway
WGFG, Kalamazoo, Mich.
ELLIOTT, DEAN
Evening at Elliotts
North Bay Bandwagon
KSRO, Santa Rosa, Calif.
ELLIS, ELMO
WSB, Atlanta, Ga.
EMBODY, RICHARD
KDWT, Stamford, Texas
ENGEL, MILDRED
WDAN, Danville, Ill.
EWING, DOROTHY
A Woman's Viewpoint
KFBI, Wichita, Kans.
EXUM, LORETTA
WDAK, Columbus, Ga.

— F —

FABER, GEORGE D.
CBS, NBC—Fitch Bandwagon
Procter & Gamble News Programs
It Really Happened
FETTY, MAX
Coffee Club
WJBO, Baton Rouge, La.
FIMBERG, HAL
CBS—Spotlight Review
FINLEY, KEN
'Neath Western Skies
KEX, Portland, Ore.
FLENIKEN, ANN
WKDK, Newberry, S. C.

FISHER, MAGGIE
Piano Playhouse, ABC

FLEMING, JOHN
FLOWER, ELSIE
KGDM, Stockton, Calif.
FLYNN, NORMAN
This Is Your Community
Reflections
WELM, Elmira, N. Y.
FORMAN, EDDIE
ABC—Abbott & Costello
FOWLER, KEITH
ABC—Burns & Allen

FRAMER, WALT
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa, Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n Find Me, Break the Bank, Glamour Manor.

FRANKLIN, MARTHA
WMGA, Moultrie, Ga.
FREEDMAN, HY
ABC—You Bet Your Life
FREELS, MARJORIE
WCYB, Bristol, Va.-Tenn.
FREY, HELEN
School of the Air
WHA, Madison, Wis.
FROST, HARRIET B.
Continuity Editor
WBCM, Bay City, Mich.
FUGATE, JACK
Reflections
WCYB, Bristol, Va.-Tenn.

— G —

GAINES, JACK D.

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).

GARLAND, MARY
WCHA, Chambersburg, Pa.
GATES, STUART M.
Date for Tonight
WSSV, Petersburg, Va.
GERSON, NOEL
CBS—David Harum
GESLERS, DAVID
WCHA, Chambersburg, Pa.
GIBBONS, NANCY
WMT, Cedar Rapids, Iowa
GIFFORD, JACK
Continuity
WKDK, Newberry, S. C.
GILMORE, JOANN
KJBS, San Francisco, Calif.
GODFREY, VIRGIL
KWPC, Muscatine, Iowa
GOELLER, LEE
Continuity Director
WFHG, Bristol, Va.
GOODMANN, DOM
KDEC, Decorah, Ia.
GOTWALT, HELEN
One White Rose
WSBA, York, Pa.
GRAHAM, DONALD R.
The Town Crier
KVOA, Tucson, Arizona
GRAMLING, SALLY
Announcements
WHKC, Columbus, Ohio
GRANT, TAYLOR
ABC—Headline Edition
GRAY, EDEN
News of the Week
WBAA, West Lafayette, Ind.
GREEN, BOB
ABC—The Lone Ranger
GREENE, JOHN L.
CBS—Blondie
GREENFIELD, MANNY
ABC—So You Want To Lead A Band
GREER, BOB
Neighbors
KPRK, Livingston, Mont.
GROOM, MARTHA
WLAC, Nashville, Tenn.
GUTHRIE, PHYLLIS
KFBC, Cheyenne, Wyoming

— H —

HACKETT, RUTH
Children's Playhouse
WOI, Ames, Iowa
HAMILTON, BETTY JO
WLAC, Nashville, Tenn.
HALL, BARBARA M.
Oddities in the News
Your American Notebook
Continuity
WHCU, Ithaca, N. Y.
HANCHER, SARAH
Romance & Melody
WINN, Louisville, Ky.
HANLON, JOHN
KWPC, Muscatine, Iowa
HARPER, AMOS
Kindly Neighbor
WEMP, Martinsburg, W. Va.
HARRELL, CHARLES
HARRINGTON, LUCILLE
KTRB, Modesto, Calif.
HARRIS, DOROTHY
Young Man River
KWEM, West Memphis, Ark.
HARRISON, CARROLL
WKEY, Covington, Va.
HARROLD, DEAN
WMBR, Jacksonville, Fla.
HART, FRANK
WTMJ, Milwaukee, Wis.
HART, TRULA
Window Shopper
KEEN, San Jose, Calif.
HARTMAN, LOU
Pat Novak
KGO, San Francisco, Calif.
HAUSER, DWIGHT
ABC—The Adventures of Bill Lance
HAUSERMAN, ELAINE
Charm Clinic
WMAN, Mansfield, Ohio
HAWKINS, LOUISE
Woman's Club
KIUN, Pecos, Texas
HEAGY, BETSY
Your Doctor Speaking
WHGB, Harrisburg, Pa.
HELM, ANN
WETB, Johnson City, Tenn.

HENLEY, ART S.
Writer, producer; b. New York, N.Y., Sept. 9, 1921; Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Honeymoon in N.Y., Kate Smith Show, 13 By Henley, Lady Dic.

HENNING, PAUL
NBC—Burns & Allen
HENRY, SYDNE
Holiday for Shoppers
WMON, Montgomery, W. Va.
HERBERT, J. HUGH
CBS—Meet Corliss Archer
HERBERT, RALPH
Smoke Dreams
KILO, Grand Forks, N. D.
HEYWARD, LOUIS M.
Claudia
Treasury Star Parade (Wrote for)
Fashion Counsel Films (Tel)
Star-Time
Operas you Can Understand
Special Assignment-Mutual
HICKMAN, DOLLY S.
WLAY, Muscle Shoals, Ala.
HILL, DAVID
WMCA, New ork, N. Y.

HILLEBRANT, MILDRED
Window Shopping
KEIO, Pocatello, Idaho
HODAPP, WM.
WAVE, Louisville, Ky.
HOGEN, WALTER, H.
Trolley Trio
WIRE, Indianapolis, Ind.
HOKE, CHAS. E.
Farm Forum
KUOA, Siliam Springs, Ark.
HOLMES, WILLIAM A.
KECA, Los Angeles, Calif.
HOLTON, LEONARD
CBS—Arthur's Place
HOPKINS, DON
Jukebox Serenade
WOLF, Syracuse, N. Y.
HORNER, MARGARET (Mrs.)
Counterpoints
WSIV, Pekin, Ill.
HORRELL, MARTIN
CBS—Grand Central Station
HOTCHKISS, BARBARA
Eddie Cantor
NBC's United National Festival, WNBC
HOUSTON, MARJORIE
KCKN, Kansas City, Kans.
HUFF, ECCLES
It's All Wrong
WDUK, Durham, N. C.
HULSE, HARRY
The Story Lady
KFBI, Wichita, Kans.
HUMMERT, FRANK and ANN
Our Gal Sunday
CBS—Rose Of My Dreams
HUMPHRIES, INA L.
WKEY, Covington, Va.

— I —

IVES, PAUL
WOC, Davenport, Ia.

— J —

JABLONS, MIKE
JACK, ARLENE
KDKA School of the Air (Portion of series)
Youth Looks at the News
KDKA, Pittsburgh, Pa.
JACKSON, DALE
Symphony of Melody
Swingtime
School of the Air (portion of series)
Dream Weaver
Classics for Midnighters
Song Tapestry
KDKA, Pittsburgh, Pa.
JACOBS, BETH
KIMA, Yakima, Wash.
JAY, VERNE
Circle Arroe Show
WLW, Cincinnati, Ohio
JEWELL, JAMES
ABC—Jack Armstrong
JOHANSON, DORIS
Music Hall
WCAP, Asbury Park, N. J.
JOSEFSBERG, MILT
NBC—The Jack Benny Show
JOSLIN, JO ANN
KDSJ, Deadwood, S. Dak.

— K —

KALMAR, BURT
CBS—Arthur's Place
KANE, JOSEPH NATHAN
ABC—Break the Bank
KELLER, EVELYN L.
Script Shop
WPIC, Sharon, Pa.
KELLEY, DENNY
Romantic Troubadour
WIW, Cincinnati, Ohio
KENDRICK, JOE
KWTX, Waco, Tex.
KEPNER, ARCH
WQXR, New York, N. Y.
KERNS, CHAS. M.
Kelton Shows
WJAS, Pittsburg, Pa.
KIBBEY, HUGH
WFBM, Indianapolis, Ind.
KILGALLEN, DOROTHY
ABC—Star Time
KING, CHARLES
Platter Shop
WKAL, Rome-Utica, N. Y.
KING, GLENN
Meet the People
KLX, Oakland, Calif.
KIRCHNER, VIRGINA
Musical Favorites
WINN, Louisville, Ky.
KLEE, LAWRENCE
CBS—Mr. Keen, Tracer of Lost Persons
ABC—The Clock
KOGAN, DAVID
Mysterious Traveler
WOR, New York, N. Y.
KOOPS, EDWARD
Brunch With Bill
King for a Minute
KDKA, Pittsburgh, Pa.
KOOPS, WENDY
Singing Strings
KDKA, Pittsburgh, Pa.
KORMAN, ROSALIE
WTOD, Toledo, Ohio

KRAMER, MILTON J.
Writer - Producer; b. B'klyn, N. Y., Aug. 4, 1909; ed. St. John's U., L.L.B. Famous Jury Trials, ABC; Counterspy, ABC; Phil Leeds Show, NBC; Crime Photographer; Professor Broadway and Boitram, MBS; Roger Allen, MBS; Criminal Lawyer.

KRONMAN, HARRY
CBS—Screen Guild Players

— L —

LADINE, MARY
WCLE, Clearwater, Fla.
LAKEHOMER, HERBERT
Disco
KROD, El Paso, Tex.
LAMONT, JOYCE
Quiz of the Twin Cities
Dayton's Musical Chimes
WCCO, Minneapolis, Minn.
LAMPMAN, EVELYN
Reading is Fun
KGW, Portland, Ore.
LANDER, ROSALEE
Feminine Viewpoint
WLBB, Carrollton, Ga.
LARMER, PAUL
ABC—Tommy Bartlett Time
LAUFERTY, LILLIAN
CBS—Big Sister
LAURENCE, BOB
WIP, Philadelphia, Pa.
Studio Party, Serenade In The Night (Movie & Theater News)
LAURIE, BILL
KEBE, Jacksonville, Tex.
Souvenirs, Doc Sunshine
LESHER, ROBERT
WJEJ, Hagerstown, Md.
Ramparts of Time, College Days
LEVI, DORYCE G.
WLAY, Muscle Shoals, Ala.
LEWIS, MARYON
KGW, Portland, Ore.
Bands of the Land
LEWIS, MILTON
CBS—Adventures of the Thin Man
LIEBERTHAL, MILTON
ABC—The Sheriff
LIGHT, MABEL
WDOD, Chattanooga, Tenn.
LINDER, VAL
KEX, Portland, Ore.
Northwesterners
LOCKWOOD, BETTY
KTSM, El Paso, Tex.
Circus Rm. Comics
LORD, PHILLIPS H.
ABC — Gangbusters, David Harding—Counterspy
LUCE, CONSTANCE
WOOK, Silver Spring, Md.
LOWERY, WINN
WHBQ, Memphis, Tenn.
Serenade in Melody
LUDDEN, ALLEN
WTIC, Hartford, Conn.
Mind Your Manners, Cavalcade of Music
LYNCH, CHARLES T.
WGFG, Kalamazoo, Mich.
Story Telling Time
LYNCH, PEG
ABC—Ethel and Albert
LYONS, JO
ABC—Betty Crocker Magazine of the Air

— M —

MacLEAN, JOHN
WROM, Rome, Ga.
Words & Music
McCALL, BETTIE
WCAO, Baltimore, Md.
Your Friendly Neighbor
McEWEN, JO
WMT, Cedar Rapids, Iowa
McGEE, JACK
Picture Patter
KRDO, Colorado Springs, Colo.
McGAVRAN, JAMES
WING Dayton, Ohio
McGEHEE, CHARLES W.
WSGN, Birmingham, Ala.
McGILL, BOB
KGW, Portland, Ore.
Glenn Shelly, Old Songs

McGILL, JERRY
(McGill, E. R.); Radio writer, director, producer; b. Bridgeport, Conn., 1905; Univ. of Fla., B.A.; Rhodes Scholar, Oxford; Cavalcade; Helen Hayes; Mr. District Attorney; Jury Trials; Big Town.

McINTYRE, JAN
KRSC, Seattle, Wash.
McKAY, TED
CBS — Ned Sparks, Milton Berle, Bob Hope, Henry Morgan.
McKENZIE, H.
KLOK, San Jose, Calif.
KLOK Calling
McMULLEN, Claire D.
WFIL, Philadelphia, Pa.
This Week in Phila.
MACK, NILA
CBS—Let's Pretend
MACK, ROGER
WJPF, Herrin, Ill.
MAHLOCK, CALO O.
WKJG, Fort Wayne, Ind.
Jeane Brown Presents
MAHONEY, ELLEN
WWCO, Waterbury, Conn.

MAJOR, MARRIANE
WHEC, Rochester, N. Y.
Keyboard Contrasts
MALONE, BETH
WISE, Asheville, N. C.
MALONE, TED
ABC—Ted Malone
MARION, IRA
ABC — On Stage America, Let's Listen to Music, Lee Sweetland, Coffee Concert.
MARKES, LARRY
ABC—Paul Whiteman Club
MATTHES, BOB
KATL, Houston, Tex.
Staff
MEDER, ANN K.
WHYN, Holyoke, Mass.
Continuity
MERLIN, MILTON
CBS—Man Called X
ABC—The Adventures of Bill Lance
MOGLE, BILL
Eugene Baird Sings, Sunday Strings, Sammy Kaye's So You Want to Lead A Band.
MOMAND, VIRGINIA
WOV, New York City
MORROW, BILL
ABC—Philco Radio Time
MULCAHY, RICHARD
KECA, Los Angeles, Calif.
MULLEN, VIRGINIA
CBS—Doorway to Life

— N —

NEELEY, CHARLES
KLIX, Twin Falls, Idaho
Magic Valley Yesterdays
NELSON, BOB
KOVC, Valley City, N. Dak.
NELSON, JOSEPHINE
WKAN, Kankakee, Ill.
NEWBERRY, CLYDE
WFAA, Dallas, Tex.
NICHOLS, RONNIE
KSON, San Diego, Calif.
Prog Title, You and Me et Al
NICHOLSON, GEORGE
WLIP, Kenosha, Wisc.
Out of the Music Box

— O —

OBOLER, ARCH
Producer, writer, director; b. Chicago, Ill.; Everything for the Boys (NBC; Arch Obler Plays MBS-Don Lee); Wrote and directed "Beewitched" for MGM which was based on famous radio sketch "Alta Ego"
O'CONNER, BART
KFXJ, Grand Junction, Colo.
Blossoms of Melody
OLICK, IRENE
WJR, Detroit, Mich.
OLSEN, JOHNNY
ORAM, RICHARD G.
WRRN, Warren, Ohio
American Opportunity
ORGILL, JAMES
WGAR, Cleveland, Ohio
OSGOOD, DICK
WXYZ, Detroit, Mich.
Round the Town, Show World
OWEN, DEAN
CBS—Hawk Larabee

— P —

PALMER, JOSEPH
WJIM, Lansing, Mich.
Western Stars
PARKER, C. S.
WDEV, Waterbury, Vt.
PERKINS, THELMA
WNOC, Norwich, Conn.
PERRIN, SAM
NBC—The Jack Benny Show
PETRULE, EVELYN
WSNY, Schenectady, N. Y.
PHILLIPS, CARL
CBS—Bordon Program
PHILLIPS, IRNA
Radio writer, plottist & Supervisor; b. Chicago, Ill.; ed. B.S. with major in Education at Ill.; Northwestern School of Journalism; M.A. at Univ. of Wisc.; Guiding Light; Today's Children; Woman in White; Masquerade.
PICARD, JOHN
CBS—Wendy Warren and the News
PIERCE, DON
WRRF, Washington, N. C.
In Remembrance
POWERS, MARGUERITE
KRSC, Seattle, Wash.
Serenade
PROVO, FRANK
CBS—Wendy Warren and the News

— R —

RAFAEL, BILL
ABC—Buddy Weed Trio, Cavalcade of Bands, The Four Vagabonds, Museum of Modern Music, Sunday Morning Concert Hall, Johnny Thompson, Vera Massey Sings
RAGAWAY, MARTIN A.
ABC — Milton Berle Show, Fitch Bandwagon, Guess Who Show, Phil Baker, Dinah Shore-Ford Show, Abbott and Costello
REGAN, MARY J.
WNLC, New London, Conn.
Top Hat Revue
RICE, CRAIG
ABC—Murder and Mr. Malone
RICHARDS, J. K.
WKAR, East Lansing, Mich.
Adventures in Music
ROBERTS, WESLEY E.
KIMA, Yakima, Wash.
ROBINSON, ELEANOR
KFBI, Wichita, Kans.
This 'N' That
RODDA, WALT
WKAT, Miami Beach, Fla.
Problem Child
ROGERS, ROSEWELL
ABC—The Opie Cates Show
RUBIN, JACK
Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills; Break The Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.

— S —

ST. CLAIR, LEONARD
ABC—Mayor of the Town
SANGSTER, MARGARET
ABC—My True Story
SCHNEIDER, JANE
WJR, Detroit, Mich.
SELDON, JEFF
WNEW, New York, N. Y.
SHARP, JACK AND GRETCHEN
CBS—Adventurer's Club
SHAW, ROBERT
CBS—Christopher Wells
SHAYON, ROBERT LEWIS
CBS.
SHERRILL, DAVID
WQXR, New York, N. Y.
SMITH, BERNIE
ABC—You Bet Your Life
SPENCER, JANE
CBS—Mary Lee Taylor
STERN, LEN
ABC—Abbott and Costello
STRIKER, FRAN
ABC—The Lone Ranger

— T —

TACKABERRY, JOHN
NBC—The Jack Benny Show
TALLMAN, BOB
CBS — Adventures of Sam Spade
TAYLOR, SAMUEL
ABC — The Tales of Willie Piper
TAZEWELL, CHARLES
ABC—Mayor of the Town
THOMAS, GIL
KGO, San Francisco, Calif.
Are These Our Children
THOMAS, RUTH ANN
KMBC, Kansas City, Mo.
Texas Rangers, Western Echoes
TODMAN, WILLIAM SELDEN
TOOMEY, SARAH
WGLN, Glens Falls, N. Y.
Barn Theater
TOTTEN, BILL
KRDO, Colorado Springs, Colo.
TOVROV, ORDIN
CBS—Ma Perkins
TUCKER, MADGE
ABC—Coast to Coast on a Bus

— V —

VAN WICKLE, DICK
KREO, Indio, Calif.
VERNON, BOB
WWRL, Woodside, N. Y.
Pringle, Family

— W —

WADE, DOROTHY A.
KXYZ, Houston, Tex.
WALCHLI, JOHN
WOLF, Syracuse, N. Y.
Model "T" Melodies
WALROD, FAITH
KDSJ, Deadwood, S. Dak.
WHEATON, GLENN
CBS—Tony Martin Show
WHITE, JERRY
WJHP, Jacksonville, Fla.
Continuity Chief
WHITELY, BOB
KUGN, Eugene, Ore.
Open House
WHITFIELD, BETTY
WINK, Ft. Myers, Fla.
Continuity Dir.
WILLIAMS, ZEB
KXOX, Sweetwater, Tex.
Moonlight & Roses
WILLSON, JIM
KCNA, Tucson, Arizona
WITTY, DON
ABC—Treasury Band Shows, Ralph Norman, American Sports Page, Child's World

— Y —

YAEGER, MURRAY
KELP, El Paso, Tex.
Concert Curtain Time

— Z —

ZIMMERMAN, JOSEPHINE
KMBC, Kansas City, Mo.
Rhymaline Time, Tune Chasers
ZOMAR, KARL
KFXJ, Grand Junction, Colo.
Memory's Garden

Announcers
-their work during 1947

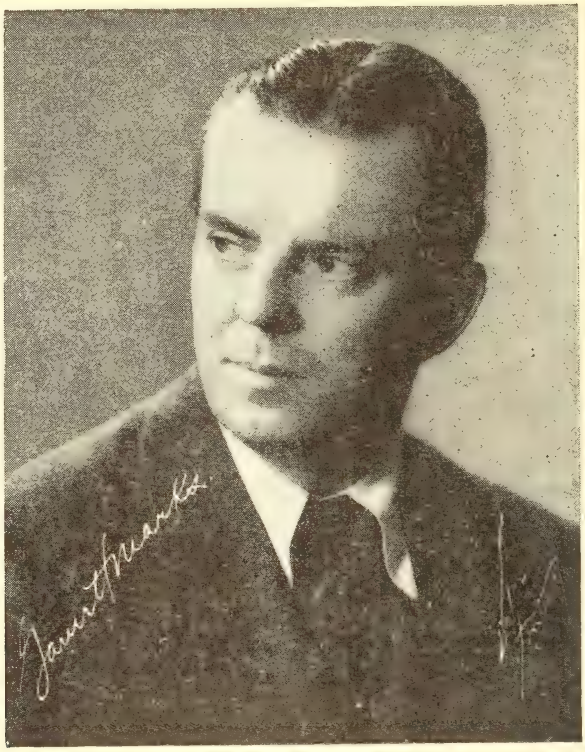
—A—

AAROE, ALDEN
WRVA, Richmond, Va.
ABBOTT, BUD
WHAS, Louisville, Ky.
ACKERMAN, KEN
KQW, San Jose, Calif.
ADAMS, BILL
CBS—Let's Pretend
ADAMS, ROBERT
WTAG, Worcester, Mass.
AGNEW, JOHN K.
WHKC, Columbus, Ohio
ALDEN, GEORGE
KWBW, Hutchinson, Kans.
ALDEN, NORM
KXOL, Fort Worth, Tex.
ALDERMAN, JIM
WRR, Dallas, Tex.
ALDERSON, JOHN
WFBR, Baltimore, Md.
ALEXANDER, PAUL
KSL, Salt Lake City, Utah
ALLAND, FRED
WINK, Ft. Myers, Fla.
ALLEN, ED
WMAQ, Chicago, Ill.
ALLEN, EMORY
WRBL, Columbus, Ga.
ALLEN, FRANK
KOMA, Oklahoma City, Okla.
ALLEN, GARRETT
WFRC, Reidsville, N. C.
ALLEN, JOHN W.
WFAA, Dallas, Tex.
ALLEN, MEL
NBC—Chesterfield Supper Club
ALLEN, REGINALD
WTOP, Washington, D. C.
ALLEN, TOM
KWBC, Fort Worth, Tex.
ALLEN, WAYNE
KSEL, Lubbock, Tex.
ALLISON, GENE
WISH, Indianapolis, Ind.
ALLYN, KEN
WRNL, Richmond, Va.
AMADON, ARTHUR
WBZ-WBZA, Boston, Mass.
AMECHE, JIM
ABC—Welcome Travelers
AMES, FRANK
WHBC, Canton Ohio
ANDERSON, CHARLES
KFI, Los Angeles, Calif.
ANDERSON, ED
WTIC, Hartford, Conn.
ANDERSON, HERBERT
WROK, Rockford, Ill.
ANDERSON, J. LLOYD
KMOX, St. Louis, Mo.
ANDRE, PIERRE
ABC
ANDREWS, RUSS
WFBR, Baltimore, Md.
ANGEL, BILL
KSVP, Artesia, N. Mex.
ANKENY, EUGENE
WCRO, Johnstown, Pa.
ANTOINE, JON
NBC
ANTOINE, TEX
WNBC, New York, N. Y.
ARCHER GRAHAM
KGW, Portland, Ore.
ARIM, THOMAS
WSTV, Steubenville, Ohio
ARLEN, JAY
ABC—Club Time
ARMSTRONG, TOM
WGAR, Cleveland, Ohio
ARNOLD, CECIL JR.
WGUY, Bangor, Maine
ARNOLD, WALTER
KECA, Los Angeles, Calif.
ARRINGTON, BILL
WMRC, Greenville, S. C.
ARTHUR, HARRY
WSMB, New Orleans, La.
ASHER, JOE
WLAP, Lexington, Ky.
AUSTAD, MARK
WWDC, Washington, D. C.

—B—

BAILEY, CARL
KXLA, Los Angeles, Calif.
BAIRD, JOHN
KMPC, Los Angeles, Calif.
BAKER, A. C.
WTNB, Birmingham, Ala.
BAKER, RUSS
WOW, Omaha, Nebr.
BAKKE, HAL
WBAP, Fort Worth, Tex.
BALDWIN, BUCK
KDAL, Duluth, Minn.
BALDWIN, WALTER
WDVA, Danville, Va.
BALL, GEORGE
WHLI, Hempstead, L. I., N. Y.
BALLARD, DAVID
KGFJ, Hollywood, Calif.
BAMBRICK, GORDON
KGW, Portland, Ore.
BANGHART, KENNETH
WNBC, New York, N. Y.
NBC
BANNER, BILL
WSPA, Spartanburg, S. C.
BANTA, DEANE
KLX, Oakland, Calif.
BANYARD, FRANK
KWBW, Hutchinson, Kans.
BARAGER, ROBERT
WSAY, Rochester, N. Y.
BARBER, DON
WAGA, Atlanta, Ga.
BARCLEY, GEORGE
KFI, Los Angeles, Calif.
BARENTS, G. H.
WLEE, Richmond, Va.
BARILE, LOUIS A.
WIBX, Utica, N. Y.
BARNISE, BILL
KRIS, Corpus Christi, Tex.
BARR, FRED
WWRL, Woodside, N. Y.
BARRETT, RAY
NBC
WNBC, New York, N. Y.
BARRINGTON, CHARLES
KDYL, Salt Lake City, Utah
BARRY, JACK
WOR, New York, N. Y
BARRY, NORMAN
WMAQ, Chicago, Ill.
BASH, JIM
WCHV, Charlottesville, Va.
BATCHELDER, JOHN
WRC, Washington, D. C.
BATES, EARL
WOL, Washington, D. C.
BATTERS, CHARLES
WRC, Washington, D. C.
BAUGHN TED
KIRO, Seattle, Wash.
BAXTER, ROY
WBNX, New York, N. Y.
BAYLISS, ED
WSAY, Rochester, N. Y.
BEAL, KING
KXEL, Waterloo, Iowa
BEARD, SAM
WPTF, Raleigh, N. C.
BEATTIE, JACK
WCAE, Pittsburgh, Pa.
BEATTY, JIM
WBRY, Waterbury, Conn.
BECHTEL, JAY
WTBO, Cumberland, Md.
BECKER, PHIL
WTIC, Hartford, Conn.
BECKER, SANDY
(Becker, Sanford George); Announcer - Actor; b. New York, N. Y., Feb. 19, 1922; Jack Smith; Once Upon A Tune; Rooftops of the City; CBS Workshop; Give & Take; Second Mrs. Burton.
BEGHOLD, KENNETH
WGBI, Scranton, Pa.
BELCHER, TOM
KFBI, Wichita, Kans.
BELFLOWER, DEL
KFDA, Amarillo, Tex.
BELL, DOUGLAS
WGNC, Gastonia, N. C.
BELLAH, MILTON
WDAR, Savannah, Ga.
BELLMAN, BILL
WPAG, Ann Arbor, Mich.
BENGSTON, CHARLES
WATR, Waterbury, Conn.
BENNETT, RAY
KGA, Spokane, Wash.
BENSON, ROBERT
KYW, Philadelphia, Pa.
BENTLEY, RAY
WROV, Roanoke, Va.
BENWARE, REX
WQXR, New York, N. Y.
BERNARD, MEL
WHSC, Hartsville, S. C.
BERRY, BEN
WKMO, Kokomo, Indiana
BERRY, BOB
WITH, Baltimore, Md.
BEST, VICTOR
WCSH, Portland, Me.
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BETZ, CARL
WCAE, Pittsburgh, Pa.
BICKART, SANFORD H.
BINGMAN, FRANK
NBC—Cavalcade of America

GARNETT MARKS



ANNOUNCER

STATION KQW

STATION
SAN JOSE
CAL.

OFFICE
SAN FRANCISCO
CAL.

BIRR, PHYL
WHB, Kansas City, Mo.
BISHOP, J. DIGE
WCTA, Andalusia, Ala.
BIVENS, BILL
NBC—Fred Waring Show
BLACK, HOWARD
KOY, Phoenix, Arizona
BLACK, JOSEPH
WHK, Cleveland, Ohio
BLAINE, GENE
WGAD, Gadsden, Ala.
BLAIR, TED
WLIH, Lowell, Mass.
BLAKE, JOEL
WPAT, Paterson, N. J.
BLANTON, WALTON K.
KFJZ, Fort Worth, Tex.
BLASHKIW, PETE
KWBW, Hutchinson, Kans.
BLENHEIM, LARRY
WHN, New York, N. Y.
BLOCK, MARTIN
NBC — Chesterfield Supper Club
BLUM, LAWRENCE
WSIX, Nashville, Tenn.
BOGARTE, H. E.
KLIF, Dallas, Tex.
BOGGS, MURRAY
KFAC, Los Angeles, Calif.
BOGGS, OTIS
WFAA, Dallas, Tex.
BOHACK, BILL
WPAT, Paterson, N. J.
BOLIN, ART
WARM, Scranton, Pa.
BOLTON, GALE
WMFF, Plattsburg, N. Y.
BOLTIN, LES
KARK, Little Rock, Ark.
BOND, FORD
CBS—David Harum
BOND, LYLE
KFI, Los Angeles, Calif.
BOWER, BOB
WTIP, Charleston, W. Va.
BOWER, RICHARD
WRAK, Williamsport, Pa.
BOWMAN, ROGER
NBC—Lorenzo Jones
Young Widder Brown
American Album Fam. Music
General Foods Shows
CGS Television Documentary Shows
BOYD, LEX
KROW, Oakland, Calif.
BOYER, JOHN F.
KDKA, Pittsburgh, Pa.
BOYMAN, GUY
WKBK, Detroit, Mich.
BRABSON, WILLIAM
WSTV, Steubenville, Ohio
BRACHER, BERNIE
KSO, Des Moines, Iowa
BRADFORD, JOHN
WINS, New York, N. Y.
BRADLEY, DICK
WNEW, New York, N. Y.
BRADLEY, GEORGE
KOTA, Rapid City, S. Dak.
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRADLEY, PETER
WSBC, Chicago, Ill.
BRADLEY, TRUMAN
CBS—Suspense
BRANCH, TAYLOR
WRR, Dallas, Tex.
BRANDT, JOSEPH A.
WTPR, Paris, Tenn.
BRANT, BILL
KDKA, Pittsburgh, Pa.
BRAY, JACK
WADC, Akron, Ohio
BRAZZELL, JIMMY
WHSC, Hartsville, S. C.
BREMSER, LYELL
KFAB, Omaha, Nebr.
BRENNAN, JOS.
KXOK, St. Louis, Mo.
BRENNER, BOB
WCOP, Boston, Mass.
BRENTSON, PAUL
CBS—Hour of Charm
BREVIK, ERNIE
WDAY, Fargo, No. Dak.
BRICE, JAMES
WTPR, Paris, Tenn.
BRINK, CHARLES
WHAM, Rochester, N. Y.
BRINK, TED
WKAR, East Lansing Mich.
BRISENDINE, BOB
WATL, Atlanta, Ga.
BRITTON, JACK
WKGN, Knoxville, Tenn.
BRODE, BUDDY
WILK, Wilkes Barre, Pa.
BROKENSHIRE, NORMAN
ABC—Theatre Guild on the Air
BRONSON, RICHARD
WPOR, Portland, Maine
BROOKS, BOB
KTRH, Houston, Tex.

HARRY VON ZELL

10th Year
EDDIE CANTOR SHOW
NBC Network—Thursdays

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Featured in
SMITHS OF HOLLYWOOD
(Transcribed)

•

HARRY VON ZELL
COMEDIES
Columbia Pictures

•

Exclusive Management
MONTER-GRAY, INC.
Hollywood (46), Calif.

Public Relations
DON HIX

ED HERLIHY

We're Still Having A BIG Time On

HONEYMOON in NEW YORK

NBC 9-9:30 A. M., E.S.T.

Commercial Announcements by

CY HARRICE

Personal Management
MARTIN GOODMAN

BROOKS, DEEN
WKNA, Charleston, W. Va.
BROOKS, KIRBY
WIOD, Miami, Fla.
BROOKS, LOU
WONS, Hartford, Conn.
BROOKS, MIKE
WBIG, Greensboro, N. C.
BROOKS, NORMAN
WFPG, Steel Pier, Atlantic City, N. J.
BROOKS, ROBERT
KTRH, Houston Texas
BROOKS, TOM
WHAS, Louisville, Ky.
BROPHY, BILL
WKNY, Kingston, N. Y.
BROPHY, FRED
WHIO, Dayton, Ohio
BROTHERS, BILL
WHNC, Henderson, N. C.
BROWN, BILL
WERC, Erie, Pa.
BROWN, BILL
WLW, Cincinnati, Ohio
BROWN, FRED
WNCA, Asheville, N. C.
BROWN, HOWARD
WFIL, Philadelphia, Pa.
BROWN, KEN
WTMC, Ocala, Fla.
BROWN, LARRY
WPEN, Philadelphia, Pa.
BROWN, PAUL
WAZL, Hazleton, Pa.
BROWN, RUSSELL
WMFG, Hibbing, Minn.
BROWN, TED
WOR, New York, N. Y.
BROWN, W. PENDLETON
WTAG, Worcester, Mass.
BROWNING, DOUG
ABC—Paul Whiteman Club
On Stage America
Champion Spark Plug
BROWNING, REED
KECA, Los Angeles, Calif.
BRUCE, AL
WLBR, Lebanon, Pa.
BRUCKNER, SKIP
WGAU, Athens, Ga.
BRYAN, GEORGE
CBS—Talent Scouts
BRUNSWICK, HARVEY
KTOP, Topeka, Kans.
BRYAR, BOB
WHN, New York, N. Y.
BRYS, GENE
WISR, Butler, Pa.
BUCHANAN, PAUL
WSUA, Bloomington, Indiana
BUNDER, GEORGE
WSAU, Wausau, Wisc.
BUNING, JOHN
WSPB, Sarasota, Fla.
BURCH, ED
WWDC, Washington, D. C.
BURGE, RALPH
WMPS, Memphis, Tenn.
BURGESS, HARRY C.
WISE, Asheville, N. C.
BURKE, DON
KOCS, Ontario, Calif.
BURKE, GORDON
KDYL, Salt Lake City, Utah
BURKE, JACK
WICY, Malone, N. Y.
BURNETTE JACK
WALT, Tampa, Fla.
BURNS, DICK
WTTM, Trenton, N. J.
BURT, JIM
KELO, Sioux Falls, S. Dak.
BUSSARD, DENNIS
WELM, Elmira, N. Y.
BUTHERUS, ED
KGW, Portland, Ore.
BUTLER, FRANK
WCCO, Minneapolis, Minn.
BUTLER, HARRY
WHIO, Dayton, Ohio
BUTLER, JAY
KMBC, Kansas City, Mo.
BUTTERS, JIM
KECA, Los Angeles, Calif.
BUZZARD, RICHARD
WJTN, Jamestown, N. Y.
BYARS, JOE
WDAK, Columbus, O.
BYRD, HERBERT
KXLR, N. Little Rock, Ark.

— C —

CADDELL, RAYMOND
WHSC, Hartsville, S. C.
CADE, MARVIN
WJW, Cleveland, O.
CADWELL, ROBERT
WROK, Rockford, Ill.
CAHAN, GEORGE
WFIL, Philadelphia, Pa.
CALLAHAN, CHRIS
WNOC, Norwich, Conn.
CALLAN, ROBERT
WMCA, New York, N. Y.
CALLISON, GEORGE
WRNY, Rochester, N. Y.
CALVERT, WILLIAM
WIBX, Utica, N. Y.

DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

We, the People	CBS	Big Town	CBS
Grand Slam	CBS	Inner Sanctum	CBS
Aldrich Family	NBC	Thin Man	CBS

Commentator—Pathe News—"This Is America"

Gene Hamilton

Music Commentator—
everything from "Lower Basin Street" to the Boston Symphony.

Announcer—
"Professor Quiz," American Oil Company

A.B.C.

CAMPBELL, DAVE
WBT, Charlotte, N. C.
CAMPBELL, DICK
WDVA, Danville, Va.
CAMPBELL, REX
KSL, Salt Lake City, Utah
CAMPBELL, SPENCER W.
WGAN, Portland, Maine
CAMPBELL, TED
WMCA, New York, N. Y.
CAMPCHERO, BOB
WSNY, Schenectady, N. Y.
CANDLER, PETE
WFVA, Fredericksburg, Va.
CAPMAN, DON
WORC, Worcester, Mass.
CAPPS, BOB
KRBC, Abilene, Tex.
CAPPS, JIMMY
WPTF, Raleigh, N. C.
CARDELL, GEORGE W.
WGNH, Gadsden, Ala.
CAREY, KENNETH R
WNYC, New York, N. Y.
CARLSON, BILL
WTMJ, Milwaukee, Wis.
CARLSON, HARRY
WOR, New York, N. Y.
CARLTON, BOB
WMBD, Peoria, Ill.
CARLTON, HOLLIS
WCOV, Montgomery, Ala.
CARMAN, JOHN M.
WHLS, Port Huron, Mich.
CARMONA, AL
KGFJ, Hollywood, Calif.
CARNEAL, HERB
WSYR, Syracuse, N. Y.
CARPENTER, KEN
ABC—Philco Radio Time
CARR, JERRY
WHLI, Hempstead, L. I., N. Y.
CARR, ROY
WLOL, Minneapolis, Minn.
CARRIGAN, BILL
WKRM, Columbia, Tenn.
CARROLL, VINCE
WBAX, Wilkes Barre, Pa.
CARSWELL, TOM
WCOA, Pensacola, Fla.
CARTER, ALAN
WGVA, Geneva, N. Y.
CARTER, FRANK
WIP, Philadelphia, Pa.
CARTER, JACK
KSEO, Durant, Okla.
CARTER, VERNON
WCRS, Greenwood, S. C.
CARTY, WM.
WIP, Philadelphia, Pa.
CARUSO, CARL
WOR, New York, N. Y.
CASE, LEE
WCHA, Chambersburg, Pa.
CASE, NELSON
CBS—Lowell Thomas
CASEY, TOM
ABC—The American Farmer
CASSARA, ERNEST
WORC, Worcester, Mass.
CASSELL, CLARENCE
KQW, San Jose, Calif.
CASSIDY, TOM
KFAC, Los Angeles, Calif.
CAUSEY, DONALD H.
KHOZ, Harrison, Ark.
CAUSIER, JACK
WJNO, W. Palm Beach, Fla.
CHAMBERLAIN, GUS
WMBR, Jacksonville, Fla.
CHAMPION, NED
WGBR, Goldsboro, N. C.
CHANEY, BILL
KXO, El Centro, Calif.
CHAPMAN, JERRY
WIRE, Indianapolis, Ind.
CHAPPELL, ERNEST
CBS—E. R. Murrow & News Till Now
ABC—Ted Malone
CHARLES, BERT
WAKR, Akron, Ohio
CHARLES, HENRY
KFWB, Hollywood, Calif.
CHASE, EDDIE
WOOD, Grand Rapids, Mich.
CHASE, TOM
WOW, Omaha, Nebr.
CHASTAIN, TONY
WGBS, Miami, Fla.
CHATFIELD, LESLEY
KVOE, Santa Ana, Calif.
CHENEY, RAY
WSNY, Schenectady, N. Y.
CHENOWETH, JACK
WADC, Akron, Ohio
CHILDS, LELAND
WAPX, Montgomery, Ala.
CHRISTENSEN, FRED G.
WMPS, Memphis, Tenn.
CHRISTIAN, RALPH
WSM, Nashville, Tenn.
CHRISTOPHER, CARL
KSFO, San Francsco, Calif.
CLARK, HENRY
WMFF, Plattsburg, N. Y.
CLARK, J. F.
WWJ, Detroit, Mich.
CLARK, JESS
WCON, Atlanta, Ga.

GLENN RIGGS

"The Thin Man" . . . CBS
"My True Story" . . . ABC
"Hop Harrigan"... WOR-MBS
"Boston Blackie" . . . ABC

TRANSCRIPTIONS
Television

DAVID ROSS

CLARK, RICHARD M.
KERN, Bakersfield, Calif.
CLARKE, BRUCE
WFBL, Syracuse, N. Y.
CLARKE, EDDIE
KCKN, Kansas City, Kans.
CLARKE, JAMES
WAZL, Hazleton, Pa.

CLARKE, JOHN H.
Narrator, Disc Jockey; b. Kingston, Ohio, May 10, 1913; ed. U. of Cinn Conservatory of Music, Miami U. (Ohio);Going to Town; Three Corners Club; Rittenhouse Chimes Show (Tele) Staff Announcer WINS.

CLARKE, PAUL
WMT, Cedar Rapids, Iowa
CLEAR, WILLIAM
WRTA, Altoona, Pa.
CLEARY, JAMES
WSGN, Birmingham, Ala.
CLEMENS, LOU
KLIX, Twin Falls, Idaho
CLIFTON, JACK
WAKR, Akron, Ohio
CLINTON, PAUL
WPDQ, Jacksonville, Fla.
CLOSE, BILL
KOY, Phoenix, Arizona
CLUTE, JOHN
WMFF, Plattsburg, N. Y.
COCHRAN, PAUL
KWHK, Hutchinson, Kans.
CODDON, HAL
KFMB, San Diego, Calif.
CODY, DEL
KGA, Spokane, Wash.
COHN, MORT
WCHS, Charleston, W. Va.
COLE, DAVID H.
KCRS, Midland, Tex.
COLE, JOHN
KFRU, Columbia, Mo.
COLE, LOU
WWRL, Woodside, N. Y.
COLLEY, STEWART
WJNO, W. Palm Beach, Fla.
COLLIER, RALPH
WHAM, Rochester, N. Y.
COLLINS, BEVERLY
WAGE, Syracuse, N. Y.
COLLINS, PAUL
WIBG, Philadelphia, Pa.

COLLYER, BUD
(Collyer Clayton); Quiz of Two Cities; Superman; Break The Bank (ABC); Life Can Be Beautiful (NBC); Molley Mystery Theater (NBC).

COLTON, LAVERN
WCOU, Lewiston, Maine
COMBS, MORRISON
WSIC, Statesville, N. C.
COMO, HUNTER
WHLB, Virginia, Minn.
CONCIE, BOB
KWSC, Pullman, Wash.
CONGER, BOB
WKBK, Detroit, Mich.
CONNELLY, JOHN
WHN, New York, N. Y.
CONNER, BILL
WEBC, Duluth, Minn.
CONOVER, HUGH
CBS—Big Sister
CONOVER, WILLIS
WWDC, Washington, D. C.
CONRAD, JOHN
WMAQ, Chicago, Ill.
CONSIDINE, BOB
NBC—Fred Waring Show
CONWAY, JIM
CBS—Lee Adams
COOK, ALLAN W.
WKZO, Kalamazoo, Mich.
COOK, JIM
KFDA, Amarillo, Tex.
COOK, LOU
ABC—The Opie Cates Snow
COOK, RICHARD
WMRN, Marion, Ohio
COOK, WALTER
KVER, Albuquerque, N. Mex.
COOKE, HENRY
WMAQ, Chicago, Ill.
COONEY, JIM
WBEN, Buffalo, N. Y.
COOPER, JIM
WFNC, Fayetteville, N. C.
CORBETT, JACK
WSYR, Syracose, N. Y.
CORBIN, LOUIS
WFBR, Baltimore, Md.
CORDAY, DON
WAKR, Akron, Ohio
CORNELL, BOB
KFAC, Los Angeles, Calif.

ALUN WILLIAMS

ANNOUNCING
NARRATION
NEWS

LE. 2-1100 CI. 6-2200

KEYES PERRIN

"Record Riddles"—WOR
"Al Schacht Show"—WOR

CORUM, BILL
ABC — Gillette Cavalcade of Sports
CORY, JOHN
WLBC, Muncie, Ind.
COSLETT, FRANKLIN D.
WBRE, Wilkes Barre, Pa.

COSTELLO, JOHN PATRICK (JACK)
Announcer, Narrator, Commentator; b. May 31, 1908, Sauk Centre, Minn.; St. Bonaventure College, U. of Minn., Honorary Degree, Litt. D., Music America Loves Best; RCA Victor Kraft Music Hall; Hildegarde Raleigh Room; Story of Music; Vacation With Music; Catholic Hour (NBC).

COVEY, DICK
KRNT, Des Moines, Iowa
COWLING, TERRY
WCOP, Boston, Mass.
COX, BILL
WWDC, Washington, D. C.
CRAGO, RICHARD L.
WRUF, Gainesville, Fla.
CRAIG, NANCY
ABC
CRANE, GENE
WCAU, Philadelphia, Pa.
CRAWFORD, DICK
KFAC, Los Angeles, Calif.
CRAWFORD, EUGENE
WGBF, Evansville, Ind.
CRIST, JIM
WITH, Baltimore, Md.
CROFFORD, GEORGE
KOCS, Ontario, Calif.
CROFT, MIKE
WHUN, Huntington, Pa.
CRONICAN, LEE
WHP, Harrisburg, Pa.
CROSATTO, DAVE
KJBS, San Francisio, Calif.
CROSBY, LOU
CBS—Gene Autry Show
CROSS, PHILIP
KDKA, Pittsburgh, Pa.
CROWELL, GEORGE
KSFO, San Francisco, Calif.
CRUMP, GEORGE
WCRO, Johnstown, Pa.

CULLEN, WILLIAM L.
Radio announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Missus Goes A Shoppin; Winner Take All (CBS3; Hollywood Jackpot; Danny Kaye Show.

CUNNINGHAM, CHRIS
WPAT, Paterson, N. J.
CUNO, EUGENE
WSYR, Syracuse, N. Y.
CURRLIN, DONALD K.
KQW, San Jose, Calif.
CURTIN, DAVID
WRNY, Rochester, N. Y.
CURTIS, E. H.
WIBW, Topeka, Kans.
CURTIS, GEORGE E., JR.
WGAN, Portland, aine
CURTIS, RON
WFBL, Syracuse, N. Y.

— D —

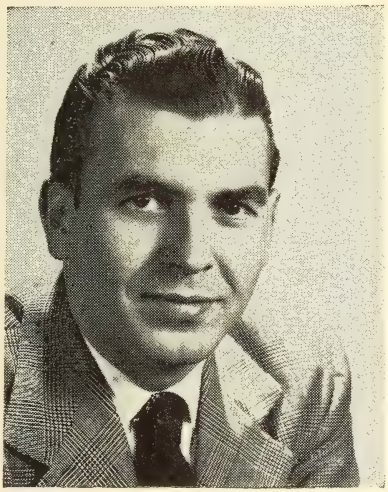
DALE, ALEX
WFBL, Syracuse, N. Y.
DALE, ALLAN
KURV, Edinburg, Tex.
DALE, JOHN
WNEW, New York, N. Y.
DALTON, ROBERT
WRNL, Richmond, Va.
DANIELS, MERRILL
WRRF, Washington, D. C.
DANIS, MEL
WSYR, Syracuse, N. Y.
DARGO, ROBERT
WCSH, Portland, Me.
DARWIN, FRED
WINS, New York, N. Y.
DAVIDSON, BOB
WFAS, White Plains, N. .
DAVIS, BOB
KAKC, Tulsa, Okla.
DAVIS, ED.
WFPG, Steel Pier, Atlantic City, N. J.
DAVIS, EDDIE
WTOC, Savannah, Ga.
DAVIS, GEOFF
WINS, New York, N. Y.
DAVIS, GEORGE
WRBL, Columbus, Ga.
DAVITT, WILLIAM
KFBI, Wichita, Kans.
DAWES, BILL
WCKY, Cincinnati, Ohio
DAY, BILL
WACOO, Waco, Tex.
DAYTON, LEE
WMAL, Washington, D. C.

FRANK GALLOP

BEN GRAUER
NBC

DEAL, JOHN H.
WHCU, Ithaca, N. Y.
DEAN, JOHN
WDNC, Durham, N. C.
DEAN, PAUL
WTAG, Worcester, Mass.
DEEGAN, JOHN
KYW, Philadelphia, Pa.
DeFREITAS, DICK
WHN, New York, N. Y.
DELANEY, BOB
WJNO, West Palm Beach, Fla.
DELFINO, FRANK
WSTC, Stamford, Conn.
DeLINE, JIM
WFBL, Syracuse, N. Y.
DeMARSE, WILLARD
WRNY, Rochester, N. Y.
DENISON, SPENCER
WHLS, Port Huron, Mich.
DENNY, ROLAND
KPLT, Paris, Tex.
DENNIS, BETSY
WJOR, Bangor, Me.
DENTON, ROBERT
NBC
DERWIN, KEN
WAAT, Newark, N. J.
DeSUZE, CARL
WBZ-WBZA, Boston, Mass.
DEVINE, OTTIS
WSM, Nashville, Tenn.
DICKSON, DICK
WARS, Wilmington, Del.
DIERDORFF, ELLIE
WCOP, Boston, Mass.
DILSON, BURT
WJW, Cleveland, Ohio
DINSMORE, CHARLES
WORL, Boston, Mass.
DOGGETT, JERRY
WRR, Dallas, Tex.
DONALDSON, ED.
WSYR, Syracuse, N. Y.
DONALDSON, TED
Ma Perkins, CBS
DONNELLY, BOB
WMID, Atlantic City, N. J.
DONOVAN, GREG
WMAQ, Chicago, Ill.
DORR, RUSSELL A.
WGAN, Portland, Me.
DORSEY, HOWARD
KMOX, St. Louis, Mo.
DORSEY, JOE
WEMP, Milwaukee, Wisc.
DOUGLAS, HARRY
KMBC, Kansas City, Mo.
DOWD, DON
Breakfast Club, Club Time, ABC
DOWELL, JOHN C.
WTAG, Worcester, Mass.
DOWNEY, GEORGE
WEAN, Providence, R. I.
DOWNS, HUGH
WMAQ, Chicago, Ill.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRAKE, RONALD
WHP, Harrisburg, Pa.
DROMEY, JACK
WBGE, Atlanta, Ga.
DUDLEY, DICK
NBC
DULANE, CHUCK
WGAY, Silver Spring, Md.
DUNBAR, RUSS
WOR, New York, N. Y.
DUNCAN, JIM
WNOC, Norwich, Conn.
DUNCAN, NORVIN
WFBC, Greenville, S. C.
DUNDAS, BOB
KTHT, Houston, Tex.
DUNHAM, DICK
The Adventures of the Falcon, MBS; Policewoman, ABC; CBS World News; One Man's Family, WOR, Strange Romance of Evelyn Winters; Rose of My Dreams.

DUNHAM, RICHARD H.
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (CBS); Molle's Mystery (NBS); Policewoman (ABC).
DUNHAVEN, JACK
KIRO, Seattle, Wash.
DUNLAP, TED
WMAL, Washington, D. C.
DUNN, EDDIE
Jack Berch Show, NBC
DUNN, MIKE
WIBC, Indianapolis, Ind.
DUNN, RONALD
WFAA, Dallas, Tex.
DUNPHY, DON
Gillette Cavalcade of Sports, ABC
DUPUY, MONTY
WNCA, Asheville, N. C.
DVORAK, GEORGE
KFI, Los Angeles, Calif.



DENNIS JAMES
Radio and Television
M. C.
Announcer ● Sportscaster
LEx. 2-1100

. . . the one with the moustache is
COSTELLO . . . JACK, that is!
N B C

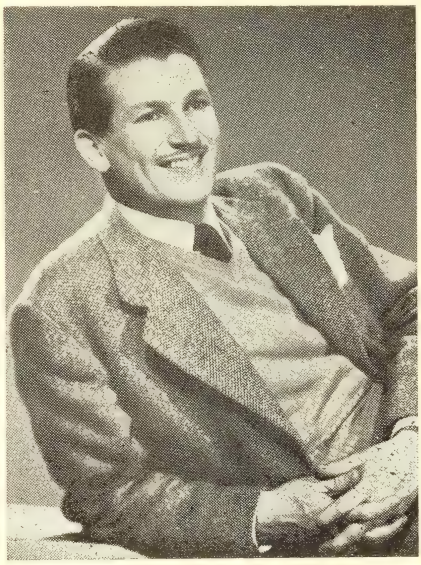
— E —

EAGON, BRUCE
KVOO, Tulsa, Okla.
EATON, GORDON
WCCO, Minneapolis, Minn.
ECKERT, ED
WKNY, Kingston, N. Y.
EDELL, HILLARD
WSTC, Stamford, Conn.
EDMONDS, BILL
WHN, New York, N. Y.
EDWARDS, FRED
KRLD, Dallas, Texas
EDWARDS, ALLYN
WQZR, New York, N. Y.
EDWARDS, CHARLES
WMAL, Washington, D. C.
EDWARDS, CURTIS
WTCN, Minneapolis, Minn.
EDWARDS, FRANK
WFBG, Altoona, Pa.
EDWARDS, IRING
WRNY, Rochester, N. Y.
EDWARDS, JOHN
WIP, Philadelphia, Pa.
EDWARDS, RAY
WHAS, Louisville, Ky.
EDWARDS, ROSS
WEEK, Peoria, Ill.
EDWARDS, TOM
KICD, Spencer, Ia.
EDWARDS, WARREN
WISR, Butler, Pa.
EGAN, JOHN
WCAU, Philadelphia, Pa.
EGGERT, GEORGE
WFBG, Altoona, Pa.
ELDER, DON
WMAQ, Chicago, Ill.
ELIOT, BRUCE
WOR, New York, N. Y.
ELLIOT, WIN
(Elliot, Irwin); Announcer, MC, Play - by - Play Sports; Univ. of Mich., AB Degree; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).
ELLIOTT, BILL
WNOE, New Orleans, La.
ELLIOTT, DON
WCON, Atlanta, Ga.
ELLIOTT, LARRY
Strange Romance of Evelyn Winters, Rose of My Dreams, Mr. Keen, Tracer of Lost Persons, CBS
ELLIOTT, OWEN
WSBT, South Bend, Ind.
ELLIOTT, RAMSEY
KERN, Bakersfield, Calif.
ELLIS, PHIL
WPTF, Raleigh, N. C.
ELLIS, STEVE
Nightly Sports Resume, WMCA, Music Box, WMCA
ELSTON, GENE
WMT, Cedar Rapids, Iowa
EMERICK, BOB
WOR, New York, N. Y.
EMMANUEL, MICHAEL G.
WRUF, Gainesville, Fla.
EMSLIE, CARL
WTOL, Toledo, Ohio
ENGLISH, RANDY
WTRY, Troy, N. Y.
ERICKSON, C.
WWJ, Detroit, Mich.
ERWIN, GEORGE
KFJZ, Fort Worth, Tex.
EUBANKS, BLAIR
WTAR, Norfolk, Va.
EVERBACH, JACK
WMOB, Mobile, Ala.
EVERSON, BOB
WBAP, Fort Worth, Tex.
EVERY, RICHARD
WKOP, Binghamton, N. Y.
EWING, BILL
KMPC, Los Angeles, Calif.
EYBERG, MEL
KFNF, Shenandoah, Iowa

— F —

FACENDA FRANK
WGH, Newport News, Va.
FACENDA, JOHN
WIP, Philadelphia, Pa.
FALLERT, RALPH
WCAE, Pittsburgh, Pa.
FARLEY, BILL
WELI, New Haven, Conn.
FARRELL, MAURY
WAPI, Birmingham, Ala.
FARRINGTON, FIELDEN
Romance of Helen Trent, CBS
FELIX, JIM
WFIL, Philadelphia, Pa.
FENNEMAN, GEORGE
Sound Off, Ross Dolan-Detective, ABC
FERGUSON, HUGH
WCAU, Philadelphia, Pa.
FERRIBY, ERNEST
WHLS, Port Huron, Mich.

RADCLIFFE HALL
NBC NEWS AT NOON



BUD COLLYER

FIELD, TOM
WTAM, Cleveland, Ohio
FINCH, BUD
WELI, New Haven, Conn.
FINCH, DEE
WNEW, New York, N. Y.
FINLEY, STUART
The Veteran's Advisor, NBC, WRC, Washington, D. C.
FINN, LEO
WWCO, Waterbury, Conn.
MINN, MIHAEL
WEOA, Evansville, Ind.
FINNEGAN, BOB
WRBL, Columbus, Ga.
FISHER, LOU
WINS, New York, N. Y.
FISHER, STEVE
WPDQ, Jacksonville, Fla.
FISK, JIM
KGFN, Grass Valley, Calif.
FISKE, FRED
WOL, Washington, D. C.
FITZGERALD, GORDON
WBAP, Fort Worth, Tex.
FITZGERALD, HAROLD
WKZO, Kalamazoo, Mich.
FLANAGAN, ROBERT
WGBI, Scranton, Pa.
FLEISCHMAN, SOL J.
WDAE, Tampa, Fla.
FLEMING, DOUG
KGFJ, Hollywood, Calif.
FLEMING, ED
Our Gal Sunday, CBS
FLEMING, TOM
WSPA, Spartanburg, S. C.
FLOURNOY, BOB
WHAS, Louisville, Ky.

FLYNN, HOWARD
KMPC, Los Angeles, Calif.
FLYNN, NORMA
WELM, Elmira, N. Y.
FORD, MILTON
WWDC, Washington, D. C.
FORMAN, WIN
WARM, Scranton, Pa.
FOSTER, JOHN
WBAX, Wilkes Barre, Pa.
FRANK, BERT
KDYL, Salt Lake City, Utah
FRANK, BOB
WOC, Davenport, Iowa
FRANK, DON
WPEN, Philadelphia, Pa.
FRANKLIN, BOB
KGW, Portland, Ore.
FRASER, GORDON
Woman of Tomorrow, ABC
FREDERICK, CAL
KFWB, Hollywood, Calif.
FREDERICK, DON
WOR, New York, N. Y.
FREDERICKS, HAL
KXOK, St. Louis, Mo.
FREDERICKS, JACK
WKAL, Rome-Utica, N. Y.
FREDRICS, FRANK
WTAM, Cleveland, Ohio
FREED, ALAN
WAKR, Akron, Ohio
FREMAULT, LEON
WBZ-WBZA, Boston, Mass.
FRENCH, CHARLES
WWNR, Beckley, W. Va.
FRENH, PETE
WHAS, Louisville, Ky.

FRITZ, DONALD
WHKC, Columbus, Ohio
FROST, BILL
KGFN, Grass Valley, Calif.
FULLERTON, JERRY
KRIS, Corpus Christi, Tex.

— G —

GAHR, RAL
WENT, Gloversville, N. Y.
GALLAGHER, ROGER
WMCA, New York, N. Y.
GALLOP, FRANK
CBS—Family Hour
NBC—Milton Berle
NBC—Stella Dallas
GAMBLE, RON
WJR, Detroit, Mich.
GANS, ALAN
KYW, Philadelphia, Pa.
GARDNER, DON
ABC
Martin Agronsky, Monday Morning Headlines Sam Pettingill, Sunday Vespers, Gangbusters.
GARDNER, JOHN
Land of the Lost, ABC
GARRETT, JIM
WJR, Detroit, Mich.
GARY, ARTHUR
NBC
GASTON, O. T.
WKZO, Kalamazoo, Mich.
GATES, PHELPS
The Christian Science Monitor Views The News, ABC
GAUVIN, AIME
WHN, New York, N. Y.

SANDY BECKER
ACTOR - ANNOUNCER

WIN ELLIOT

Emcee "County Fair"
Borden Company—CBS

Emcee "Betty Crocker"
General Mills—ABC

Emcee "Quick As A Flash"
Helbros Watches—MBS

Narrator-Announcer
"Willie Piper"
General Electric—ABC

Television

Sports and Special Events
Ford Motors—CBS-TV
Maxwell House Coffee
Knox Hats

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa
GEE, STAN
WGAR, Cleveland, Ohio
GEORGE, NELSON
WDBO, Orlando, Fla.
GERAGHTY, LARRY
WOL, Washington, D. C.
GERO, NORMAN
WWSC, Glens Falls, N. Y.
GIBBONS, JACK
WILM, Wilmington, Del.
GIBBS, JOHN
KQV, Pittsburgh, Pa.
GIDDINGS, JIM
KFEL, Denver, Colo.
GIFFORD, ROBERT
WWSC, Glens Falls, N. Y.
GILLEN, BOB
KGFJ, Hollywood, Calif.
GILLESPIE, BOB
WONS, Hartford, Conn.
GILLETTE, LOU
KALE, Portland, Ore.
GILLIS, EARLE
WHKC, Columbus, Ohio
GILMORE, ART
Stars Over Hollywood, CBS, Point Sublime, Murder & Mr. Malone, ABC
GIVEN, JOE
WBT, harlotte, N. C.
GLADNEY, NORMAN
WWDC, Washington, D. C.
GOBER, JIM
KNOW, Austin, Tex.
GONZALES, NAP
WHEC, Rochester, N. Y.
GOODWIN, BILL
NBC, Maxwell House Coffee Time, Burns & Allen
GOODWIN, GLENN
KSO, Des Moines, Iowa
GORDON, BILL
WHHM, Memphis, Tenn.
GORDON, CHARLES
WTCM, Traverse City, Mich.
GORDON, DON
Hint Hunt, CBS
GORDON, ROSS
KMOX, St. Louis, Mo.
GOULDING, PHIL
WHN, New York, N. Y.
GOVE, ELLIOTT
WSYR, Syracuse, N. Y.
GRADY, JOE
WPEN, Philadelphia, Pa.
GRAHAM, WALTER
KOAD, Ohama, Nebr.
GRANT, BRUCE
WHB, Kansas City, Mo.
GRANER, JAMES
WMRN, Marion, Ohio
GRANT, FELIX
WWDC, Washington, D. C.
GRANT, RUSSELL
KODI, Cody, Wyo.
GRAUER, BEN
Announcer, radio, newsreels; b. Staten Island, N. Y.; CCNY, B.S. Degree; Home Is What You Make It (NBC); NBC Symphony of the Air; Jergens Journal with Walter Winchell (ABC); Chesterfield Supper Club (NBC); America United (NBC); News (NBC).
GRAVES, GENE
KYW, Philadelphia, Pa.
GRAYMOUNT, STUART
KURV, Edinburg, Tex.
GREGORY, GREG
KVER, Albuquerque, N. Mex.
GREEN, HAROLD
WFVA, Fredericksburg, Va.
GREY, PETER
WSMB, New Orleans, La
GRIER, HARRY
KTRH, Houston, Tex.
GRIFFIN, DAN
WGTM, Wilson, N. C.
GRIMSTAD, TARJ
KRUX, Phoenix & Glendale, Ariz.
GROBE, ALBERT
WQRX, New York, N. Y.
GRINDE, BOB
WHB, Kansas City, Mo.
GROHMAN, JIM
WFPG, Steel Pier, Atlantic City, N. J.
GROPPER, HAROLD
WJTN, Jamestown, N. Y.
GROVE, BILL
WFNC, Fayetteville, N. C.
GUBA, JOE
WEDO, McKeesport, Pa.
GUEST, JOHN
WGAR, Cleveland, Ohio
GULLER, JACK
WTBO, Cumberland, Md.
GUNDAKER, ED
WHP, Harrisburg, Pa.
GUNN, BEN
WATL, Atlanta, Ga.
GUNN, GEORGE
Dick Tracy, ABC

Len Sterling

• Announcer

• M.C.

• Narrator

free-lance

LA 4-1200

ART HANNES
CBS Announcer-Commentator
LA. 4-1200

GUSTAFASON, ROGER
WEBR, Buffalo, N. Y.

— H —

HAEFNER, GEORGE
WHAM, Rochester, N. Y.
HAGAN, STAN
WMAN, Mansfield, Ohio
HAGER, DON
KHUM, Eureka, Calif.
HAINES, PHIL
WTRC, Elkhart, Ind.
HALL, BILL
WLAV, Grand Rapids, Mich.
HALL, HARRY
KFWB, Hollywood, Calif.
HALL, LEN
WNAR, Norristown, Pa.

HALL, RADCLIFFE
WNBC, New York, N. Y. (NBC).
HAMILTON, BILL
Cavalcade of America, NBC

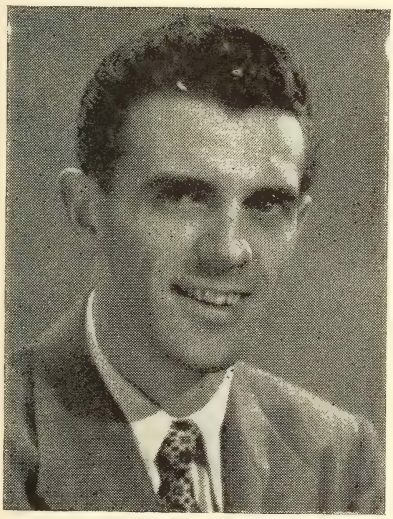
HAMILTON, GENE
Concert commentator, announcer, director; b Toledo, O., Feb. 22, 1910; Boston Symphony; Music Conductor — Professor Quiz (ABC); Announcer — Breck Beautiful Music Concerts; Announcer — News & Sports for Bethlehem Steel; News Reporter.
HAMILTON, WARD
WWNY, Watertown, N. Y.
HAMPTON, RAWLS
WFAS, White Plains, N. Y.
HAMRICK, HOWARD
WRNL, Richmond, Va.

HANCOCK, DON
(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB. Harvest of Stars (NBC); Jack Smith Show (CBS); Famous Jury Trials (AB); Vox Pop (ABC); Perry Mason (CBS); Life Can Be Beautiful (NBC).
HANCOCK, HAL
WENY, Elmira, N. Y.
HANCOCK, HUNTER
KFVD, Los Angeles, Calif.
HANDLEY, LORRAINE
WROK, Rockford, Ill.
HANDRICH, FRED
WNYC, New York, N. Y.

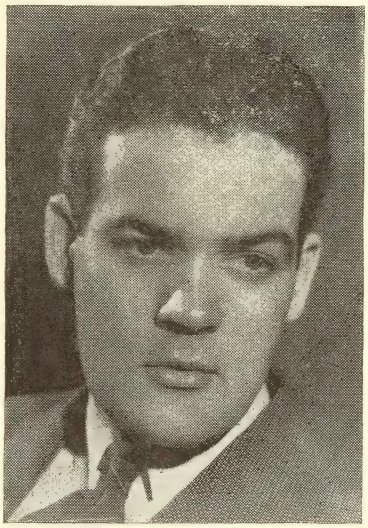
HANNES, ARTHUR R.
Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic (1946-47); CBS Staff Announcer.
HANRAHAN, ED
WITH, Baltimore, Md.
HANSEN, CLIFFORD H.
KOMO, Seattle, Wash.
HANSEN, BOB
KTRI, Sioux City, Ia.
HANSON, VERN
WTOP, Washington, D. C.
HAHWN, ROBERT
KROY, Sacramento, Calif.
HARDING, BARBARA
WMVA, Martinsville, Va.
HARMES, FRANK
WITH, Baltimore, Md.

HARPEL, BILL
KGFJ, Hollywood, Calif.
HARPER, HUGH
WKZO, Kalamazoo, Mich.
HARPER, JOHNNY
WWRL, Woodside, N. Y.

HARRICE, CY
b. Chicago, Ill., March 1, 1915; ed. Northwestern Univ., BS; School of Commerce; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.
HARRIS, BOB
WMCA, New York, N. Y.
HARRIS, DAVID K.
WNHC, New Haven, Conn.
HARRIS, DEAN
WAGE, Syracuse, N. Y.
HARRIS, LLOYD
WMAZ, Macon, Ga.
HARRISON, BRAD
KMOX, St. Louis, Mo.
HARRISON, CHUCK
WHBF, Rock Island, Ill.
HART, BILL
WCAU, Philadelphia, Pa.
HART, MAURICE
HARTON, JOHN
WSPB, Sarasota, Fla.
HARVEY, NEIL
WFIL, Philadelphia, Pa.
HARVILLE, CHARLIE
WGBR, Goldsboro, N. C.
HASELTINE, FRED
WDNC, Durham, N. C.
HASSING, DOUG
WTOC, Savannah, Ga.



JOE O'BRIEN
Announcer, Emcee, Sports Announcer
Shows: Rosemary (CBS)
Quizdom Class (ABC)
It's in the Family (ABC)
Brooklyn Dodger Football (WMCA)
Tommy Dorsey Show (WMCA)
News of the Day (Newsreel)



ROD O'CONNOR
RED SKELTON SHOW
DUFFY'S TAVERN SHOW
PEOPLE ARE FUNNY SHOW

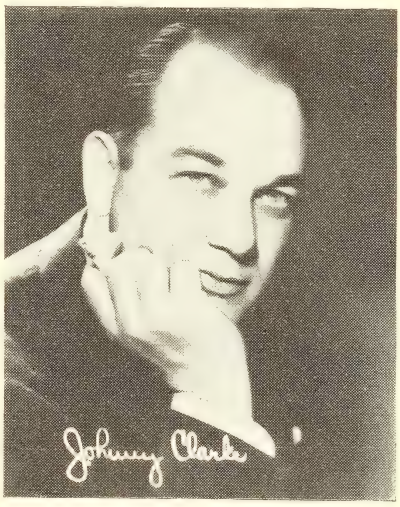
HATTON, DICK
WJW, Cleveland, Ohio
HAWTHORNE, JIM
KXLA, Los Angeles, Calif.
HAYES, DON
KTBS, Shreveport, La.
HAYES, EARL
WKBK, Detroit, Mich.
HAYES, GEORGE
Coffee Concert, Gems for Thought, ABC
HAYES, PAT
KIRO, Seattle, Wash.
HEAD, BYRON, L.
KOIL, Omaha, Nebr.
HEISS, BOB
WTMJ, Milwaukee, Wisc.
HEIZER, JIMMY
WROV, Roanoke, Va.
HELLYER, ART
WMRO, Aurora, Ill.
HEMENWAY, STANLEY D.
KPAB, Laredo, Tex.
HENDRICKSON, BOB
WAGE, Syracuse, N. .
HENRICH, WALT
WGAR, Cleveland, Ohio
HERLIGHY, WALTER
Guy Lombardo, ABC

HERLIHY, ED
(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator—Universal Newsreels; Honeymoon in N. Y.

HERMAN, CHARLES
WLAV, Grand Rapids, Mich.
HERTSGAARD, ROLF
WCCO, Minneapolis, Minn.
HESS, BILL
WMOB, Mobile, Ala.
HEUER, MYRON E.
KODI, Cody, Wyo.
HICKMAN, HENRY
WFBR, Baltimore, Md.
HICKS, BOB
KANS, Wichita, Kans.
HICKS, GEORGE
Child's World, ABC
HILL, FRANCIS
WBAP, Fort Worth, Tex.
HILL, JR., FRED
WMAZ, Macon, Ga.
HILL, Z.
WWJ, Detroit, Mich.
HINDMAN, WILLIAM
WCOL, Columbus, Ohio
HINDS, WILLIAM T.
KDKA, Pittsburgh, Pa.
HINKLEY, HARRY
WHP, Harrisburg, Pa.
HODGE, RUSSELL
WMC, Memphis, Tenn.
HOGAN, GEORGE
WOR, New York, N. Y.
HOGAN, JOE
KRLD, Dallas, Texas
HOGAN, MARTY
WJJD, Chicago, Ill.
HOHENSEE, BUD
WLNH, Laconia, N. H.
HOKANS, ARNE
WKLA, Ludington, Mich.
HOLCOMB, LEWIS
KXRO, Aberdeen, Wash.

HOLDEN, JACK
WLS, Chicago, Ill.
HOLLEY, WAKEFIELD
WKY, Oklahoma City, Okla.
HOLMES, DICK
WILM, Wilmington, Delaware
HOLMES, WALTER
WBNX, New York, N. Y.
HOLSTEN, ARCH
WRON, Ronceverte, W. Va.
HOLTMAN JOHN
WMAQ, Chicago, Ill.
HOLTON, OLLIE
WINK, Ft. Myers, Fla.
HOOKER, KEN
KTYL, Mesa, Ariz.
HOORNBEEK, HAL
WKNY, Kingston, N. Y.
HOOVER, CHUCK
WHKK, Akron, Ohio
HOPE, WINSTON
WTAR, Norfolk, Va.
HOPKINS, JOHN
KFJZ, Fort Worth, Tex.
HOPPE, HENRY
WENC, Whiteville, N. C.
HORAN, ARTHUR
WIBX, Utica, N. Y.
HOWARD, HANK
WATR, Waterbury, Conn.
HOWARD, LLOYD
KGW, Portland, Ore.
HOWARD, WELDON B.
WFAA, Dallas, Tex.
HOWELL, DON
WSMB, New Orleans, La.
HOWELL, WAYNE
NBC
HUBER, DICK
KSO, Des Moines, Iowa

Announcer — M. C. — Narrator



PRODUCER — DIRECTOR

LA. 4-1200

HUGH JAMES

"Lowell Thomas Show" . . . . . NBC
"Second Mrs. Burton" . . . . . CBS
"Voice Of Firestone" . . . . . NBC
"True Detective Stories" . . . . . MBS
"House In The Country" . . . . . NBC
20th Century-Fox News

ROBERT COE ASSOCIATES

HUEBNER, PAUL
KWG, Stockton, Calif.
HUFSMITH, FREDERIC
KDFN, Casper, Wyo.
HUGGINS, HANK
WENK, Union City, Tenn.
HULL, H. C.
KLIF, Dallas, Tex.
HULL, IRA
WRVA, Richmond, Va.
HULL, MARVIN
KFMB, San Diego, Calif.
HUNSBERGER, J. PAUL
WWBZ, Vineland, N. J.
HURD, JOE
WJR, Detroit, Mich.
HURST, ED
WPEN, Phila., Pa.
HURT, ZACK
KFJZ, Fort Worth, Tex.
HUTCHINSON, BILL
WMAN, Mansfield, Ohio
HUTCHINSON, FRED
WHUN, Huntingdon, Pa.

— I —

IDE, CARLTON C.
KDKA, Pittsburgh, Pa.
IRISH, JACK
WOR, New York, N. Y.
IRVING, CHARLIE
ABC—David Harding—Counterspy
The Fat Man
The Henry Morgan Show
IRVING, PAUL
WEDC, Chicago, Ill.
IRWIN, PHIL
KGW, Portland, Ore.

IVES, ROBERT
WFBL, Syracuse, N. Y.
IVEY, HUGH
WAGA, Atlanta, Ga.

— J —

JACKSON, JAY
ABC—Star Time with Dorothy Kilgallen
JACKSON, TOM
WKAB, Mobile, Ala.
JACOBS, TOM
KTRH, Houston, Texas
JAEGER, JOHN
WNEW, New York, N. Y.

JAMES, DENNIS
Announcer, Emcee, Sportscaster; b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B.S.; Bob Hawk Show (CBS); Can You Hop This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportcaster (Boxing, Wrestling).

JAMES, HERB
KXEL, Waterloo, Iowa

JAMES, HUGH
(McIlrevey, Hugh J.); Announcer, Narrator; b. New York, N. Y., Oct. 13, 1915; NYU, Univ. of Pa., George Wash. Univ.; Lowell Thomas (NB); Voice of Firestone (NBC); Second Mrs. Burton (CBS); True Detective Mysteries (MBS); A House in the Country (NBC); Wendy Warren & the News (CBS); Special Assignment, Press Assoc.

JAMES, OWEN
ABC—The Adventures of Bill Lance
JAMOND, WALTER
KVSM, San Mateo, Calif.
JARRETT, SCOTT
WRVA, Richmond, Va.
JENKINS, L. B.
WFBC, Greenville, S. C.
JENSEN, ALAN
KSL, Salt Lake City, Utah
JENSEN, LEIF
WDRC, Hartford, Conn.
JENSEN, ROBERT
WOLS, Florence, S. C. ?
JOBES, JAMES N.
KHOZ, Harrison, Ark.
JOHNSON, BILL
WTAR, Norfolk, Va.
JOHNSON, CLIFF
JOHNSON, GEORGE
WCCO, Minneapolis, Minn.
JOHNSON, HERB
WMAZ, Macon, Ga.
JOHNSON, JIM
KGFN, Grass Valley, Calif.
JOHNSON, JOE
WMVA, Martinsville, Va.
JOHNSON, MARTIN
WTOC, Savannah, Ga.
JOHNSON, RODNEY
KPDQ, Portland, Ore.
JOHNSON, TED
WAKR, Akron, Ohio
JOHNSTON, ALLAN
KTSM, El Paso, Tex.
JOHNSTON, ED
WBAX, Wilkes-Barre, Pa.
JOHNSTON, MELVYN
WRNL, Richmond, Va.

DON HANCOCK

Richard Stark

JONES, AL
WRR, Dallas, Texas
JONES, BILL
WJPG, Green Bay, Wisc.
JONES, CHAUNCY
KWBW, Hutchinson, Kans.
JONES, HOWARD
WIP, Philadelphia, Pa.
JONES, PAUL
WLW, Cincinnati, Ohio
JONES, ROBERT L.
WSPR, Springfield, Mass.
JORDAN, FRANK
WRNY, Rochester, N. Y.
JOY, DICK
CBS — Adventures of Sam Spade

— K —

KADELL, CARLTON
Amos 'n' Andy
KAHL, LARRY
KWPC, Muscatine, Iowa
KAIMAN, LAMBERT
KMOX, St. Louis, Mo.
KARRENBAR, BILL
WHBC, Canton, Ohio
KASPER, FRED
ABC—Breakfast Club
KATHE, RICHARD
WMRN, Marion, Ohio
KAUFMAN, ARNOLD
WMBM, Miami Beach, Fla.
KAY, BOB
WAVE, Louisville, Ky.
KEARCE, CECIL
WRGA, Rome, Ga.
KEATING, LARRY
CBS—First Nighter
ABC—This Is Your FBI
KEENAN, EUGENE
WSAY, Rochester, N. Y.
KEITH, LARRY
WTNB, Birmingham, Ala.
KELLER, ART
WRON, Ronceverte, W. Va.
KELLER, ERNIE
WSM, Nashville, Tenn.
KELLER, FRED
WBEN, Buffalo, N. Y.
KEMPER, LOU
WHB, Kansas City, Mo.
KENNEDY, BOB
WHB, Kansas City, Mo.
KENNEDY, JOHN MILTON
CBS—Lux Radio Theater
KENNEDY, RAY
WRVA, Richmond, Va.
KENT, FRANK
WPEN, Phila., Pa.
KENWARD, JACK
WMID, Atlantic City, N. J.
KERN, BRUCE
WTIC, Hartford, Conn.
KERNS, ROY
WKY, Oklahoma City, Okla.
KERR, DON
WAAT, Newark, N. J.
KIDDER, FRED
WCOP, Boston, Mass.
KILLIAN, JIM
WSCR, Scranton, Pa.
KILMER, KEN
KFJB, Marshalltown, Iowa
KINCAID, FRED
WRR, Dallas, Texas
KING, A. C.
WEEI, Boston, Mass.
KING, DAVE
WBPZ, Lock Haven, Pa.
KING, DEL
CBS—Mary Lee Taylor
KING, ED
KGFN, Grass Valley, Calif.
KING, FULTON A.
WTON, Staunton, Va.
KING, H. E.
WORZ, Orlando, Fla.
KING, JACK
WROB, West Point, Miss.
KING, JOE
CBS—Strike It Rich
KING, JOHN REED
ABC—The Sheriff
KING, NORM
WTAQ, Green Bay, Wisc.
KING, W. O.
WTOC, Savannah, Ga.
KING, WALLY
WATR, Waterbury, Conn.
KINNAMON, RAY
WBHF, Cartersville, Ga.
KIRBY, AL
WRGA, Rome, Ga.
KIRBY, DURWARD
CBS—Here's To You
KIRBY, GENE
ABC—So You Want to Lead A Band
America's Town Meeting
KIRBY, KLEVE
WMAQ, Chicago, Ill.
KIRBY, JIMMY
WAGA, Atlanta, Ga.
KIRBY, LEE
WBT, Charlotte, N. C.
KIRK, ROGER
WJNC, Jacksonville, N. C.
KIRSCHNER, CLAUDE
ABC—Ladies Be Seated

DICK SCHOFIELD

Announcer — Actor — Newscaster

KXLA — Pasadena

DICK DUNHAM

Management: Bernard L. Schubert
Radio Registry: PL. 7-0700

KISTLER, BILL
KFNF, Shenandoah, Iowa
KITTELL, CLYDE
NBC
WNBC, New York, N. Y.
KJAR, JOSEPH
KSL, Salt Lake City, Utah
KLEY, HERB
WHBL, Sheboygan, Wisc.
KNAPP, BURT
WMCA, New York, N. Y.
KNIGHT, FRED
WIBG, Philadelphia, Pa.
KNOX, JIM
WGGA, Gainesville, Ga.
KOLTHE, DICK
WTCN, Minneapolis, Minn.
KOOLAGE, BOB
WSAP, Portsmouth, Va.
KOVACS, ERNEST
WTTM, Trenton, N. J.
KRAELING, BUD
WTCN, Minneapolis, Minn.
KREEGER, JERRY
WARD, Johnstown, Pa.
KREIGER, JOEL
WWRL, Woodside, N. Y.
KREIGHOFF, BOB
WTOL, Toledo, Ohio
KRENN, OTTO
WPGH, Pittsburgh, Pa.
KRIEGEL, GIL
WITH, Baltimore, Md.
KRONICK, PAYSON
WROW, Albany, N. Y.
KRUPP, ROGER
ABC—Counterspy
Doctors Talk It Over
Labor USA
KRUYER, PAUL
WSBT, South Bend, Ind.
KUHLMEY, STERLING
KVOX, Moorhead, Minn.

— L —

La HAYE, LOUIS
WICC, Bridgeport, Conn.
LAKE, BARRY
WIBC, Indianapolis, Ind.
LAMUTIS, ALEX
WGVA, Geneva, N. Y.
LANDFEAR, DEAN
WMT, Cedar Rapids, Iowa
LANDSEADEL, BOB JR.
WKPA, New Kensington, Pa.
LANE, ALAN
WHUM, Reading, Pa.
LANE, ALICE
WWDC, Washington, D. C.
LANE, BILL
KFDA, Amarillo, Texas
LANG, BILL
WHN, New York, N. Y.
LANGE, BELNO
KGDM, Stockton, Calif.
LANSING, LARRY
WPLH, Huntington, W. Va.
LaPLANTE, ROY
WPEN, Philadelphia, Pa.
LARKIN, DON
WAAT, Newark, N. J.
LASKO, ED
WKZO, Kalamazoo, Mich.
LASSITER, CHAD
WCMA, Corinth, Miss.
LATHAM, JACK
KFI, Los Angeles, Calif.
LAUGHNER, ROL
KTAR, Phoenix, Arizona
LAURENCE, JACK
WSAP, Portsmouth, Va.
LAWRENCE, DAN
KRNT, Des Moines, Iowa
LAWRENCE, KEN
WTOL, Toledo, Ohio
LAWRENCE, LARRY
WAGE, Syracuse, N. Y.
LAWRENCE, TEDD
Announcer, Disc-Jockey, Sports Announcer; b. Miami, Florida, April 9, 1914; Swingtime Session; Robert Hall of Fame; WHN, N. Y.
LEAHY, TOM
KANS, Wichita, Kans.
LEE, BOB
KVER, Albuquerque, N. Mex.
LEE, JACK
WGBR, Goldsboro, N. C.
LEE, VINCENT
WCAU, Philadelphia, Pa.
LEEDS, DAVID
WMCA, New York, N. Y.
LEEFERS, BOB
WMT, Cedar Rapids, Iowa
LEEPER, TED
WPTF, Raleigh, N. C.
LeFEVRE, WILLIAM
WFBR, Baltimore, Md.
LENAY, WILL
WLW, Cincinnati, Ohio
LEONARD, ARCHIE
KFMB, San Diego, Calif.
LEONARD, HAL
WERC, Erie, Pa.
LEONARD, MAC
KHUZ, Borger, Texas
LEONARD, VINCE
WISH, Indianapolis, Ind.

JAY STEWART

Master-of-Ceremonies
"SURPRISE PACKAGE!"
A.B.C.

•

Announcing
"KEEP UP WITH THE KIDS"
M.B.S.

•

Master-of-Ceremonies
"IT'S FUN TO BE YOUNG"
C.B.S.

•

Assisting
"TAKE IT OR LEAVE IT"
N.B.C.

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NEW YORK • CHICAGO • HOLLYWOOD
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HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

LESCOULIE, JACK
LESLIE, CHUCK
ABC—Terry and the Pirates
Junior Junction
LESLIE, MORT
KFEL, Denver, Colo.
LEWIS, DAVID
WBEN, Buffalo, N. Y.
LEWIS, DON
WMOB, Mobile, Ala.
LEWIS, MARK
WWOD, Lynchburg, Va.
LEWIS, RALPH
WTAD, Quincy, Ill.
LEWIS, WILLIAM
WKOX, Framingham, Mass.

LEYDEN, BILL
Announcer, Disc-Jockey; b. Chicago, Ill.; ed. Northwestern Univ.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television —KTLA.

LIBERTIE, JOHN
WHNC, Henderson, N. C.
LICK, DON
WKBZ, Muskegon, Mich.
LINDSAY, WILSON
WILM, Wilmington, Del.
LINE, LANNY
KHUZ, Borger, Texas
LINHART, RUSS
WPGH, Pittsburgh, Pa.
LIPEZ, HARRIS
WBPZ, Lock Haven, Pa.
LITTLE, ED
WHAM, Rochester, N. Y.
LOEBL, NORMAN
KOMA, Oklahoma City, Okla.
LOGAN, JIM
WGPA, Bethlehem, Pa.
LONDON, REX
KHOZ, Harrison, Ark.
LONG, DEANE S.
KSDJ, San Diego, Calif.
LONG, KENNETH B.
WGAN, Portland, Maine
LOTAS, JOHN
WWRL, Woodside, N. Y.
LOUDEN, VERN
KROW, Oakland, Calif.
LOUNSBURY, JIM
WHAS, Louisville, Ky.
LOWE, DON
ABC—Ethel and Albert
Headline Edition
The Clock
LOWE, JACK
WWDC, Washington, D. C.
LOWE, JAMES
KXOL, Fort Worth, Tex.
LOY, WILLIAM
WTBO, Cumberland, Md.
LUCAS, BEN
WRGA, Rome, Ga.
LUCE, DEAN
WMAL, Washington, D. C.
LUDWIG, LYELL
WFBM, Indianapolis, Ind.
LUTHER, PAUL
ABC—The Listening Post
LYON, CHARLES
ABC—The Lassie Show
LYONS, BOB
WGBS, Miami, Fla.

—Mc—

MacDONALD, ARCH
WBZ-WBZA, Boston, Mass.
MacDONALD, BRUCE
WJW, Cleveland, Ohio
MacDONALD, P. L.
WEEI, Boston, Mass.
MacLEAN, JOHN
WROM, Rome, Ga.
MacMULLEN, GEORGE
WTAL, Tallahassee, Fla.
MacMURRAY, MAGER
WTAQ, Green Bay Wisc.
McANDREW, BILL
WARM, Scranton, Pa.
McCAIN, BILL
WAGA, Atlanta, Ga.
McCANN, JAMES
KYW, Philadelphia, Pa.
McCARTHY, CHAS. F.
WNBC, New York, N. Y.
NBC
McCARTHY, FRANK
WOR, New York, N. Y.
McCARTHY, JACK
ABC — Museum of Modern Music
McCARTHY, JIM
WBRE, Wilkes Barre, Pa.
McCARTY, BURL
WDAE, Tampa, Fla.
McCOACH, BLAKE
WENT, Gloversville, N. Y.
McCONNOCHIE, JAMES
WCSH, Portland, Me.
McCORD, BILL
WLW, Cincinnati, Ohio
McCORMACK, MALCOLM
WBZ-WBZA, Boston, Mass.
McCORMICK, STEPHEN
WOL, Washington, D. C.
McCOY, RONNIE
KFEL, Denver, Colo.

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McCULLOUGH, DAN
WOR, New York, N. Y.
McCUMBER, GERALD G.
KOMO, Seattle, Wash.
McDANIEL, DICK
KFEL, Denver, Colo.
McDONALD, HERBERT
KGHF, Pueblo, Colo.
McELROY, JACK
Tom Breneman's Breakfast in Hollywood, ABC
McELROY, MAC
WFRC, Erie, Pa.
McEWAN, DON
WINR, Binghamton, N. Y.
McGOVERN, BILL
KROW, Oakland, Calif.
McGRATH, NED
WHDL, Olean, N. Y.
McGUIRE, RAY
WNOE, New Orleans, La.
McILVAINE, DON
WHWL, Nanticoke, Pa.
McNTIRE, RUSS
WSTP, Salisbury, N. C.
McKAY, RAY
WATL, Atlanta, Ga.
McKEE, BOB
Jack Armstrong, ABC
McKEE, ROY
KOMA, Oklahoma City, Okla.
McKNIGHT, JOHN
WMCA, New York, N. Y.
McLAIN, BILL
KANS, Wichita, Kans.
McLAIN, DEAN
KWBC, Ft. Worth, Tex.
McLAUGHLIN, JAMES
WDVA, Danville, Va.
McLEAN, CLYDE
WBT, Charlotte, N. C.
McMORAN, LYNN
WLAY, Muscle Shoals, Ala.
McNAMARA, LARRY
WNHC, New Haven, Conn.

— M —

MACK, BILL
WEDC, Chicago, Ill.
MADELEY, ART
WGTC, Greenville, N. C.
MADIGAN, JACK
WTAL, Tallahassee, Fla.
MADISON, BOB
KWBW, Hutchinson, Kan.
MAFFIE, AL
WFEA, Manchester, N. H.
MAGUIRE, WALTER
WNAR, Norristown, Pa.
MAHANEY, ROBERT
WIBX, Utica, N. Y.
MALCOLM, BILL, JR.
NBC
MALE, COLIN
WEBR, Buffalo, N. Y.
MALONE, TED
ABC
MANN, JOE
KQV, Pittsburgh, Pa.
MANNING, WILLIAM
KDYL, Salt Lake City, Utah
MANSFIELD, LARRY
WIOD, Miami, Fla.
MANNS, BILL
WIP, Philadelphia, Pa.
MANSON, LEE
WELI, New Haven, Conn.
MARKS, GARNETT
KQW
MARKLE, WILBUR
WBZ-WBZA, Boston, Mass.
MARSHALL, JOE
KMBC, Kansas City, Mo.
MARSHALL, R. H.
WORZ, Orlando, Fla.
MARTIN, BOB
WMCA, New York, N. Y.
MATHEWSON, DON
WARS, Wilmington, Del.
MARBLE, HARRY
Eric Sevareid and the News, CBS
MARTIN, BIL
WFMJ, Youngstown, Ohio
MARTIN, DICK
WSMB, New Orleans, La.
MARTIN, FRANK
Mayor of the Town, ABC
Dick Haymes Show, CBS
MARTIN, JOHNNY
WKY, Oklahoma City, Okla.
MARTIN, RICHARD
WKZO, Kalamazoo, Mich.
MARTIN, ROSS
WTOP, Washington, D. C.
MARVIN, TONY
Arthur Godfrey Show
Rosemary
Crime Photographer, CBS
MASON, JOE
WGBR, Goldsboro, N. C.
MAYNARD, JACK
KTSM, El Paso, Tex.
MEAD, FRANK
WJPG, Green Bay, Wisc.
MEATH, ED
WHEC, Rochester, N. Y.
MEEKER, KEN
WHAS, Louisville, Ky.
MEIER, JOHN
KFEL, Denver, Colo.
MELLERT, LARRY
WBGE, Atlanta, Ga.
MELTON, FRANKLIN
WMC, Memphis, Tenn.
MERCIER, JOSEPH W.
WBCM, Bay City, Mich.
MERCIER, RAY
WPOR, Portland, Me.
MERRILL, FRANK
KROW, Oakland, Calif.
MERRIN, DICK
WHBC, Canton, Ohio
MERRYMAN, BOB
WLW, Cincinnati, Ohio
MESNER, PETER
WKRZ, Oil City, Pa.
MESSER, FRANK
WWNC, Asheville, N. C.
METZ, MILTON
WHAS, Louisville, Ky.
METZLER, ARTHUR J.
WROL, Knoxville, Tenn.
MEYER, DON
WRVA, Richmond, Va.
MICHAELS, JOSEPH
WGVA, Geneva, N. Y.
MICHELS, JOHN
WERC, Erie, Pa.
MIFSUD, PAUL
KCOR, San Antonio, Tex.
MILBURN, DEAN
KCKN, Kansas City, Kans.
MILLER, LYNN
KHUZ, Borger, Tex.
MILLER, MARVIN
The Louella Parsons Show, ABC
MILLER, RAY
WIBC, Indianapolis, Ind.
MILLER, ROSS
WTIC, Hartford, Conn.
MILLERAND, GABRIEL
KYW, Philadelphia, Pa.
MILLS, FRANK
WBAP, Fort Worth, Tex.
MITCHELL, AL
WKBR, Manchester, N. H.
MITCHEL, BUD
WJR, Detroit, Mich.
MITCHELL, JIM
WCVS, Springfield, Ill.
MITCHELL, PAUL
KSYL, Alexandria, La.
MITCHELL, PAUL
WLBR, Lebanon, Pa.
MOFFETT, RAYMOND W.
WCAO, Baltimore, Md.
MOLLER, MATT
KHUM, Eureka, Calif.
MONDAY, RAY
WACO, Waco, Texas
MONSON, PAUL
WMAS, Springfield, Mass.
MONTGOMERY, JOHN
WICC Bridgeport Conn.
MOORE, BERI F.
WCTA, Andalusia, Ala.
MOORE, BILL
WPLH, Huntington, W. Va.
MOORE, CALE
WHIZ, Zanesville, Ohio
MOORE, DWARD A.
KRES, St. Joseph, Mo.
MOORE, ED
WIOD, Miami, Fla.
MOORE, HEYWARD
WGNS, Murfreesboro, Tenn.
MOORE, VERN
KIDO, Boise, Idaho
MOORE, VIRGIL
WGWC, Selma, Ala.
MOORE, WALKER
KFJZ, Fort Worth, Tex.
MOREY, ART
KWJJ, Portland, Ore.
MORGAN, ED
KBON, Omaha, Nebr.
MORGAN, GENE
KCMJ, Palm Springs, Calif.
MORGAN, HARRY
WGAP, Maryville, Tenn.
MORGAN, JOHN CARL
WINC, Winchester, Va.
MORGAN, RALPH
WARS, Wilmington, Dela.
MORGAN, RAY
WWDC, Washington, D. C.
MORRIS, BENTLEY
KFWB, Hollywood, Calif.
MORRIS, ED
WMAP, Monroe, N. C.
MORRIS, GEORGE
WDAN, Danville, Ill.
MORRIS, JACK
KTUL, Tulsa, Okla.
MORRISON, SAM
KFBI, Wichita, Kans.
MORRISSEY, JACK
WHKK, Akron, Ohio
MOST, JOHN
WKRZ, Oil City, Pa.
MOTHERAL, JAMES
WKTM, Mayfield, Ky.
MOWERS, ROBERT D.
WGAN, Portland, Maine
MOWRY, LEE
WLAQ, Rome, Ga.
MULDERIC, RAY
WILM, Wilmington, Del.
MULLEN, DON
WLAV, Grand Rapids, Mich.
MULLER, CHARLES
WSCR, Scranton, Pa.
MUNN, MELVIN
KRLD, Dallas, Tex.
MUNROE, BILL
WWNO, Woonsocket, R. I.
MURPHY, BOB
"Quiz Kids" NBC; Breakfast Club, ABC
MURPHY, DENNIS
WLCX, LaCrosse, Wisc.
MURPHY, WM. B.
WOPI, Bristol, Tenn.

MURRAY, BOB
KENT, Shreveport, La.
MURRAY, HAROLD
WTNC, Thomasville, N. C.
MURRAY, TOM FITZGIBBON
WSON, Henderson, Ky.

— N —

NAKEL, PAUL
WJMO, Cleveland, Ohio
NASH, R. J.
KSO, Des Moines, Iowa
NASH, ROGER
WKBK, Detroit, Mich.
NAUGHTON, RUSS
WDRC, Hartford, Conn.
NAUGLE, DAVID K.
WFAA, Dallas, Texas
NAUMAN, DICK
WRR, Dallas, Texas
NEAL, ROY
WIBG, Philadelphia, Pa.
NEFF, ERNIE
WCAE, Pittsburgh, Pa.
NEHRLING, WALLY
WIRE, Indianapolis, Ind.
NELSON, CARL
WTMJ, Milwaukee, Wisc.
NELSON, DAVE
WSAP, Portsmouth, Va.
NELSON, ROBERT
WNAD, Norman, Okla.
NELSON, VERNER
KTRI, Sioux City, Iowa
NENNO, BOB
WHDL, Olean, N. Y.
NESBITT, PHIL
WITH, Baltimore, Md.
NEWMAN, JIM
WKMO, Kokomo, Ind.
NICHOLS, MARCUS R.
KDFN, Casper, Wyo.
NICHOLS, ROY
KIOX, Bay City, Tex.
NICHOLSON, NICK
KROW, Oakland, Calif.
NIELSON, JAY
WITH, Baltimore, Md.
NIETE, CHARLES
KTKC, Visalia, Calif.
NIGHTINGALE, EARL
KTAR, Phoenix, Ariz.
NILES, KEN
Jimmie Fidler Show, ABC
NILES, WENDELL
The Man Called X, CBS
NOAH, BOB
WBRY, Waterbury, Conn.
NOBEL, AL
KQV, Pittsburgh, Pa.
NOBLE, DICK
WMAQ, Chicago, Ill.
NORTON, PAUL
WHDF, Houghton, Mich.
NORDINE, KEN
Adventurer's Club, CBS
NORMAN, BOB
WESB, Bradford, Pa.
NORMAN, JOHN
KTRH, Houston, Texas
NORMAN, PHIL
KGFJ, Hollywood, Calif.
NORTON, IVERS
WHDL, Olean, N. Y.
NORTON, JAY
WORL, Boston, Mass.
NORTON, PAUL
WHDL, Olean, N. Y.
NOVELL, WALTER
KFRE, Fresno, Calif.
NOVELLO, MIKE
WRNL, Richmond, Va.
NOVENSON, JOE
WFIL, Philadelphia, Pa.
NUZUM,, CHARLES
WCAE, Pittsburgh, Pa.

— O —

OBERG, A. L.
WRNL, Richmond, Va.
O'BRIEN, AL.
WHBL, Sheboygan, Wisc.
O'BRIEN, ELLIS
WCSH, Portland, Me.

O'BRIEN, JOE
(O'Brien, Joseph A.); Emcee, Announcer, Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary Joyce Jordan (CBS); Quizdom Class (NBC); Brooklyn Dodger Football (ABC); Tommy Dorsey Show (WMCA); Amateur Hour, Du Mont Tele.

O'BRIEN, TOM
NBC

O'CONNOR, ROD
Announcer; b. Houston, Tex.; New Mexico Mil. Inst.; The Red Skelton Show (NBC); People Are Funny (NBC); Duffy's Tavern (NBC).

ODOM, HOMER
KFDM, Beaumont, Texas
O'DONNELL, BOB
WJTN, Jamestown, N. Y.
OGILVIE, JACK
WJTN, Jamestown, N. Y.
O'HALORAN, HAL
WHBL, Sheboygan, Wisc.
O'HARA, W. W.
WEEI, Boston, Mass.
OLIVER, CLIFF
WHBC, Canton, Ohio
OLIVER, JIM
OLMSTEAD, GEORGE
WSOY, Decatur, Ill.
O'NEIL, CHARLES
WFEA, Manchester, N. H.
OLSON, CHUCK
WNAX, Yankton, S. Dak.
OLSON, PHIL
WHLB, Virginia, Minn.
O'REILLY, JACK
WOR, New York, N. Y.
ORR, BILL
WICY, Malone, N. Y.
OSBORNE, TIMOTHY C.
WTVL, Waterville, Me.
OSTBERG, WILLIAM
WTAG, Worcester, Mass.
OTIS, DAN
Arthur's Place, CBS
OTT, WOODROW W.
WENY, Elmira, N. Y.
OTTOWAY, FLOYD
WSYR, Syracuse, N. Y.
OVENDEN, K. R.
NEEI, Boston, Mass.
OVERTON, DAVE
WBRC, Birmingham, Ala.
OWEN, ALAN
WMID, Atlantic City, N. J.
OWEN, CLIFFORD
WKOW, Madison, Wisc.
OWEN, EDWARD
WLBZ, Bangor, Me.
OZMENT, HOWARD
WTMA, Charleston, S. C.

— P —

PAGE, NORM
WMIN, St. Paul, Minn.
PAGE, SAM
WNBF, Binghamton, N. Y.
PALMER, TOM
WMOC, Covington, Ga.
PAIGE, ERIK
WWNR, Beckley, W. Va.
PALMER, ED
WABI, Bangor, Me.
PARDO, DON
NBC
PAREDES, FRANCISCO
KCOR, San Antonio, Texas
PARIS, FRANK JR.
WTBC, Tuscaloosa, Ala.
PARK, CHARLEY
WJR, Detroit, Mich.
PARKER, CARL
WLLH, Lowell, Mass.
PARKER, EUGENE
WCOU, Lewiston, Me.
PARKER, LEE
WGTM, Wilson, N. C.
PARKER, PAUL
WMBL, Morehead City, N. C.
PARKS, BERT
Vaughn Monroe Show, CBS
PARKS, DEL
WILM, Wilmington, Del.
PARKS, DARYL E.
WRJN, Racine, Wisc.
PASSE, LOEL
WTNB, Birmingham, Ala.
PATRICK, LARRY
WAIR, Winston-Salem, N. C.
PATTERSON, CREAN
WONS, Hartford, Conn.
PAUL, FRED
WTAR, Norfolk, Va.
PAUL, NICK
WHFB, Benton Harbor, Mich.
PAUL, RALPH
WOR, New York, N. Y.
PAUL, SIDNEY
PAULSON, NORMAN
KXEL, Waterloo, Iowa
PAXTON, TOM
KGO, San Francisco, Calif.
PATON, JAMES
WDSM, Superior, Wisc.
PEACH, FREDERICK
WNDR, Syracuse, N. Y.
PEALE, HUBERT
WHAN, Charleston, S. C.
PEARSON, FORT
PEARSON, WALTER L.
KRG, Cedar Rapids, Iowa
PEK, VIC
KTSW, Emporia, Kans.
PEDEN, TOM
WIRE, Indianapolis, Ind.
PENBERTHY, JOE
WJR, Detroit, Mich.
PENFIELD, ADD
WRNY, Rochester, N. Y.
PENNY, ED
WFAS, White Plains, N. Y.

PERRIN, KEYES W.
Announcer, Director; b Albany, N. Y., Feb. 13, 1916; Vincentian Academy; Let's Have a Party—WRCB Television, Record Riddles, Fulton Lewis, Jr., American FB Conference Out of the Dark, Mutual Music Show.

PERRIN, LLOYD
KOMA, Oklahoma City, Okla.
PERRON, CHUCK
WFRC, Reidsville, N. C.
PERRY, DAVE
WPPAT, Paterson, N. J.
PERRY, GEORGE
WARM, Scranton, Pa.
PERRY, KEN
KFKA, Greeley, Colo.
PERRY, ROBERT
WORL, Boston, Mass.
PERRY, RUSS
WTOL, Toledo, Ohio
PETERS, BOB
WFAS, White Plains, N. Y.
PETERSON, JAMES
KSL, Salt Lake City, Utah
PETERSON, DON
KBUN, Bemidji, Minn.
PETERSON, PETE
WNAX, Yankton, S. Dak.

PETRIE, HOWARD
Blondie, CBS
PETTAY, FRAN
WHK, Cleveland, Ohio
PEYTON, STANLEY
WJW, Cleveland, Ohio
PHELAN, JOHN
KTSM, El Paso, Texas
PHILLIPS, BOB
KFI, Los Angeles, Calif.
PHILLIPS, BYRON
WLAN, Lancaster, Pa.
PHILLIPS, LEE
WTAX, Springfield, Ill.
PIATT, GENE
KELO, Sioux Falls, S. Dak.
PIERCE, JOHN
WTCB, Flint, Mich.
PIERNIE, DUNCAN
WQXR, New York, N. Y.
PIERSON, JOE
WFBM, Indianapolis, Ind.
PIERSON, TED
The Greatest Story Ever Told, ABC
PLATNICK, MILTON
WHLI, Hempstead, L. I. N. Y.
PLEASANT, BILL
KAKC, Tulsa, Okla.
POLLARD, J. W.
WEEI, Boston, Mass.
POPE, MARSHALL
KMOX, St. Louis, Mo.
POWELL, BOB
WTAD, Quincy, Ill.
POWELL, CHARLES
WHBU, Anderson, Ind.
POWELL, KEN
WELM, Elmira, N. Y.
POWELL, THOMAS
WGBI, Scranton, Pa.
POWERS, RALPH
WFBR, Baltimore, Md.
PREMONT, BOB
KIOX, Bay City, Texas
PRENTISS, ED
Ladies Be Seated, ABC
PRESSON, JAKE
WABZ, Albemarle, N. C.
PREUSCH, MAC
KSEL, Lubbock, Texas
PRICE, PAUL
WGL, Fort Wayne, Ind.
PRINCI, CARL V.
WCHA, Chambersburg, PPa.
PROCTOR, BOB
WKAY, Glasgow, Ky.
PROCTOR, FRANK
WBML, Macon, Ga.
PROCTOR, HARLAN
WCAO, Baltimore, Md.
PROVAN, BOB
WDRC, Hartford, Conn.
PROVENSEN, DICK
KXOA, Sacramento, Calif.
PROVENSON, HERLUF
WFIL, Philadelphia, Pa.
PRUETT, BOB
WIRE, Indianapolis, Ind.
PURCELL, CHARLES W.
WCAO, Baltimore, Md.

— Q —

QUAVE, MACKIE
WIS, Columbia, S. C.
QUEEN, HAL
WMNC, Morganton, N. C.

— R —

RALICKI, HANK
WHDL, Olean, N. Y.
RANDALL, FRANK G., JR.
KOMO, Seattle, Wash.
RANDALL, PORTER
KFJZ, Fort Worth, Texas
RANDOLPH, IVAN FITZ
WCLO, Janesville, Wisc.
RANDOLPH, JOHN
WRAL, Raleigh, N. C.
RANGER, JIM
KVSM, San Mateo, Calif.
RAPIEFF, KENNETH
WICC, Bridgeport, Conn.
RAST, MIKE
WCOS, Columbia, S. C.
RAWSON, RON
Young Dr. Malone, CBS
RAY, CURT
KMOX, St. Louis, Mo.
RAYBURN, GENE
WNEW, New York, N. Y.
RAYEL, JACK
NBC
READY, TOM
County Fair, CBS
REAU, DAVE
WCBI, Columbus, Miss.
REAVES, JOE
WPTF, Raleigh, N. C.
RECTOR, BRUCE
WAGE, Syracuse, N. Y.
REDDING, GRODON
WBEN, Buffalo, N. Y.
REDFURN, JACK
WGNY, Newburgh, N. Y.
REED, GLENN
KYSM, Mankato, Minn.
REEVES, JIM
WCAU, Philadelphia, Pa.
REED, LYLE
WAAT, Newark, N. J.
REESE, VON
KTHT, Houston, Texas
REID, JIM
WPTF, Raleigh, N. C.
REILLY, R. EDWARD
WGAA, Cedartown, Ga.
REUBEN, PHIL
WNOC, Norwich, Conn.
REYNOLDS, AL
WRNL, Richmond, Va.
REYNOLDS, GENE
WBAP, Fort Worth, Texas
REYNOLDS, LEO
KRBC, Abilene, Texas
RHODES, HOWARD
KUJ, Walla Walla, Wash.
RHODES, JOHN
WKZO, Kalamazoo, Mich.
RICE, ALFRED J.
WBIG, Greensboro, N. C.
RICE, JARVIS
WIBX, Utica, N. Y.
RICH, MIKE
WTRY, Troy, N. Y.
RICHARDS, FLOYD
WTIC, Hartford, Conn.
RICHARDS, JIM
WLAK, Lakeland, Fla.
RICHARDS, MACK
WSBA, York, Pa.
RICHARDS, THOMAS
WSOY, Decatur, Ill.
RICHARDS, WILLIAM
WGKV, Charleston, W. Va.
RICHBOURG, JOHN
WLAC, Nashville, Tenn.
RICKLES, DON
KGW, Portland, Ore.
RIDDER, JACK
WENT, Gloversville, N. Y.
RIDER, MAURY
KIRO, Seattle, Wash.
RIDGEWAY, JACK
KTHS, Hot Springs, Ark.
RIDGWAY, CHARLES B.
WDZ, Tuscola, Ill.

RIGGS, GLENN
Announcer MC; b. McKeesport, Pa., Jul. 12, 1907; Juniata Coll., My True Story (ABC); Hop Harrigan (MBS); Boston Blackie (ABC); Thin Man (CBS); Philco Hall of Fame (ABC).

RILEY, BOB
KCKN, Kansas City, Kans.
RIND, JULES
WPEN, Philadelphia, Pa.
RISSLING, ROBERT
WBZ-WBZA, Boston, Mass.
RITCHIE, JIM
WJR, Detroit, Mich.
ROARK, C. A.
KGY, Olympia, Wash.
ROBBINS, BILL
WOL, Washington, D. C.

ROBBINS, FRED
Announcer; b. Baltimore, Md., Sept, 28, 1918; Baltimore City Coll.; Univ. of Baltimore; LL Degree; Teentimers Club; 1280 Club.

ROBERTS, BILL
WOC, Davenport, Iowa
ROBERTS, CHARLES
WGAR, Cleveland, Ohio
ROBERTS, HOWDY
WMT, Cedar Rapids, Iowa
ROBERTS, JERRY
WAAT, Newark, N. J.
ROBERTS, KEN
It Pays To Be Ignarant, Grand Central Station, CBS
ROBERTS, JIM
WHBC, Canton, Ohio
ROBERTS, JIM
WRGA, Rome, Ga.
ROBERTS, JOE
KOMA, Oklahoma City, Okla.
ROBERTS, PETER
WNBC, New York, N. Y.
NBC
ROBERTS, STAN
WQXR, New York, N. Y.
ROBERTS, WAYNE
KGW, Portland, Ore.
ROBERTSON, BOB
WBHF, Cartersville, Ga.
ROBERTSON, JOHN
WEOA, Evansville, Ind.
ROBERTSON, WILLIAM
WWNC, Asheville, N. C.
ROBINETTE, MAX
WLAR, Athens, Tenn.
ROBINSON, LARRY
WCOL, Columbus, Ohio
ROBINSON, PAUL
WRNY, Rochester, N. Y.
ROCHE, WILLIAM
WFBR, Baltimore, Md.
ROCHESTER, MELVIN
KDSJ, Deadwood, S. Dak.
ROCHESTER, MELVIN
KRLD, Dallas, Texas
RODGERS, TOM
KYW, Philadelphia, Pa.
ROEN, LOUIS
WMAQ, Chicago, Ill.
RODRIGUEZ, RAOUL
KCOR, San Antonio, Texas
ROEBUCK, JOHN
WTMA, Charleston, S. C.
ROGERS, BOB
WROM, Rome, Ga.
ROHAN, WILLIAM
WRUF, Gainesville, Fla.
ROHLING, LARRY
WLAY, Muscle Shoals, Ala.
ROHWER, JOHN
KROS, Clinton, Iowa
ROLLISON, FRED A.
WGBF, Evansville, Ind.
ROMANO, TOM
WNHC, New Haven Conn.
RONEY, WILLIAM J.
WRC, Washington, D. C.
ROPER, PPRES
WMAN, Mansfield, Ohio
ROPP, JOHN
WCOS, Columbia, S. C.

ROPPOLO, MIKE
KTBS, Shreveport, La.
ROSAMOND, ROBERT
WTBO, Cumberland, Md.
ROSE, HERM
WFHG, Bristol, Va.
ROSE, JOHN
WHK, Cleveland, Ohio
ROSS, DAN
WWPF, Palatka, Fla.

ROSS, DAVID

Morton Downey Show (MBS); The Big Break (NBC-CBS-ABC).

ROSS, KAL
WNDR, Syracuse, N. Y.
ROTHMAN, LEE
WSIV, Pekin, Ill.
ROY, CECIL H.
ROY, MICHAEL
Abbott and Costello Show, ABC
Screen Guild Players, CBS
ROY, MICHAEL
Allen Young
Abbott and Costello
Vaughn Monroe Show
Spotlight Bands
Take It From There
Secret of a Gourmet
ROYALL, PAUL
KSL, Salt Lake City, Utah
RUBENDAL, EVERETT
WRAK, Williamsport, Pa.
RUBIN, BERNIE
WMID, Atlantic City, N. J.
RUDOLPH, HOWARD
WITH, Baltimore, Md.
RUPPEL, LARRY
WKBK, Detroit, Mich.
RUSSELL, BARCLAY
KABC, San Antonio, Texas
RUSSELL, T. E.
WEEI, Boston, Mass.
RUSTICI, DON
WSTC, Stamford, Conn.
RYAN, JOHNNY
KVOO, Tulsa, Okla.
RYDER, HENRY
WBAA, West Lafayette, Ind.
RYEL, FLOYD
WDSC, Dillon, S. C.
RYKEN, JOHN
KITO, San Bernardino, Calif.

— S —

ST. JOHN, CHARLES
KOY, Phoenix, Ariz.
SAGE, MICHAEL
WMCA, New York, N. Y.
SALTER, RUSS
WJJD, Chicago, Ill.
SAND, LES
WWDC, Washington, D. C.
SANFORD, CHARLES
WGUY, Bangor, Me.
SANTON, CHESTER
WQXR, New York, N. Y.
SAUIRES, DAVID
WSAY, Rochester, N. Y.
SAUNDERS, ALLEN
WCHA, Chambersburg, Pa.
SAUNDERS, CARL
KXLA, Los Angeles, Calif.
SAUNDERS, ERNIE
KRUX, Phoenix and Glendale, Ariz.
SAUNDERS, ERNIE
WCHS, Charleston, W. Va.
SAUNDERS, JOHN
WTOD, Toledo, Ohio
SAVINSKI, WALT
WJMS, Ironwood, Mich.
SAWYER, TOM
WDBO, Orlando, Fla.
SAYLES, FRED
WAAT, Newark, N. J.
SCALA, ED
WNBF, Binghamton, N. Y.

SCHOFIELD, DICK

Announcer, Actor, Newscaster; Theater and Radio Actor, N. Y., Chicago, Kama City, Southern Calif.

SCHREINER, RAY
WBTM, Danville, Va.
SCHREINER, DAVID
WGAY, Silver Spring, Md.
SCHULZ, JOHN
WSAU, Wausau, Wisc.
SCHWAB, BOB
WGGA, Gainesville, Ga.
SCOFIELD, CARTER
WBDO, Orlando, Fla.
SCOFIELD, DICK
KXLA, Los Angeles, Calif.
SCOTT, DAVE
KQV, Pittsburgh, Pa.
SCOTT, FRED
WKNA, Charleston, W. Va.
SCOTT, HERB
WWGS, Tifton, Ga.
SCOTT, JAMES
KNEW, Spokane, Wash.
SCOTT, JEFF
WPEN, Philadelphia, Pa.
SCOTT, JERRY
WNOX, Knoxville, Tenn.
SCOTT, JOHN
WHEB, Portsmouth, N. H.
SCOTT, JOHN
WOR, New York, N. Y.
SEARS, ZENAS
WATL, Atlanta, Ga.
SEAY, CARROLL
WLVA, Lynchburg, Va.
SEDLEY, BRUCE
KROW, Oakland, Calif.
SELLERS, JACK
WNOX, Knoxville, Tenn.
SELLEY, ART
Program Director
WBAC, Cleveland, Tenn.
SELTZER, EV
WONS, Hartford, Conn.
SENFT, HENRY
WHLI, Hempstead, L. I., N. Y.
SEWALL, GRANT
KFMB, San Diego, Calif.
SEYMOUR, DAN
Aunt Jenny, CBS
SHADDOX, LEON
KHOZ, Harrison, Ariz.
SHAFFER, FRED
WSBA, York, Pa.
SHAFFER, MAX
WDAN, Danville, Ill.
SHANAHAN, DON
KDYL, Salt Lake City, Utah
SHANNON, JIM
KQV, Pittsburgh, Pa.
SHANNON, PAUL V.
KDKA, Pittsburgh, Pa.
SHARBUTT, DEL
Meet Corliss Archer, Club 15, CBS
SHARP, JAMES J.
WRUF, Gainesville, Fla.
SHAW, GORDON
WMAL, Washington, D. C.
SHAW, JOE
WAPO, Chattanooga, Tenn.
SHEEHAN, BILL
WDRC, Hartford, Conn.
SHELDON, HERB
NBC, Honeymoon in N. Y., Maggi's Private Wire, Eileen Barton Show, Fred Waring Show
SHELLEY, WILSON
KRLD, Dallas, Texas
SHEPARD, DICK
WQXR, New York, N. Y.
SHEPHARD, ED
WTAR, Norfolk, Va.
SHEPPE, BOB
WTMC, Ocala, Fla.
SHERMAN, PAUL
WINS, New York, N. Y.
SHERMAN, RAY
KFDM, Beaumont, Tex.
SHERRY, BOB
WNBC, New York, N. Y.
SHERRY, ROBERT
NBC

SHERRY, BOB

Announcer, Narrator, Emcee, Newscaster; b. Chattanooga, Tenn., Oct. 15, 1918; ed. U. of Chattanooga, B.A.; Adventures of Archie Andrews (NBC); Decision Now (NBC); Author Meets the Critics (NBC); The Eternal Light (NBC); American Legion Junior Baseball Ehows (NBC).

SHIPLEY, ROBERT
KWKH, Shreveport, La.
SHIRLEY, TOM
CBS — Reader's Digest, Armstrong Theater of Today
SHORE, HAL
WNOC, Norwich, Conn.
SHREVE, THERON
WTCB, Flint, Mich.
SHUMWAY, JAMES
WTSP, St. Petersburg, Fla.
SIMMONS, MARSHALL
WIOD, Miami, Fla.
SIMPKINS, PAUL
WJXN, Jackson, Miss.
SIMMS, HAL
WIP, Philadelphia, Pa.
SIMPSON, JACK
WSIX, Nashville, Tenn.
SIMPSON, JOHN
NBC
SIMPSON, JOHN
WCOM, Parkersburg, W. Va.
SIMS, FRANK
KVFD, Fort Dodge, Ia.
SIMS, JAY
NBC—Your Hit Parade, Call the Police
SINK, GENE
WTOB, Winston-Salem, N. C.
SISSON, FRANKLIN
WOOD, Grand Rapids, Mich.
SJOBERG, RAY
WFEA, Manchester, N. H.
SKILTON, DAN
WAPO, Chattanooga, Tenn.
SKINNER, GEORGE
WLW, Cincinnati, Ohio
SKINNER, GEORGE
NBC—Circle Arrow Show
SKINNER, PAUL
WTMJ, Milwaukee, Wis.
SLATE, CHARLES
WLOE, Leaksville, N. C.
SLATER, NORVELL E.
WFAA, Dallas, Tex.
SLATTERY, JACK
ABC—You Bet Your Life
SMALLWOOD, JAMES
WEEK, Peoria, Ill.
SMILEY, BOB
WHBC, Canton, Ohio
SMITH, BOB
WABI, Bangor, Me.
SMITH, BOB
KOCO, Salem, Ore.
SMITH, BURLEIGH
KWIK, Burbank, Calif.
SMITH, DAVID, L.
KTBC, Austin, Tex.

SMITH, DICK
WHB, Kansas City, Mo.
SMITH, FLETCHER
WTNC, Thomasville, N. C.
SMITH, FRANK
WMFR, High Point, N. C.
SMITH, FRED
WKJG, Fort Wayne, Ind.
SMITH, HAROLD
WPIC, Sharon, Pa.
SMITH, HUGH
KFAA, Helena, Ark.
SMITH, IAN
ABC—Sunday Evening Hour
SMITH, JAMES PAUL
WSIX, Nashville, Tenn.
SMITH, JANE
WBBO, Forest City, N. C.
SMITH, LEE
WACE, Chicopee, Mass.
SMITH, PHIL
WKPA, New Kensington, Pa.
SMITH, ROBERT, JR.
WTNC, Thomasville, N. C.
SMITH, ROY
WJZM, Clarksville, Tenn.
SMITH, VERNE
CBS — Adventures of Ozzie and Harriet
SMITH, WALLY
WKIX, Columbia, S. C.
SMOLKA, JOHNNY
WDEC, Americus, Ga.
SMOOT, WALTER
WMMN, Fairmont, W. Va.
SMYTH, BLEWETT
KTSA, San Antonio, Tex.
SNEED, BILL
WROB, West Point, Miss.
SNELLGROVE, TOMMY
WBML, Macon, Ga.
SNIPES, EUNICE
WEED, Rocky Mount, N. C.
SNYDER, ED
WDAK, Columbus, Ga.
SNIDER, JERRY
WKMH, Dearborn, Mich.
SNIDER, PAUL
KFVD, Los Angeles, Calif.
SNYDER, FRED
KCNA, Tucson, Arizona
SORRELL, BILL
WILS, Lansing, Mich.
SPENCE, ARTHUR
WEOA, Evansville, Ind.
SPENCER, MILT
WFLA, Tampa, Fla.
SPENGLER, KEN
WCVS, Springfield, Ill.
SPERR, CHARLES
KOAC, Corvallis, Ore.
SPIESS, FRED
WJMR, New Orleans, La.
SPONGBERG, ROLAND
WROK, Rockford, Ill.
SQUIRES, ALONZO G.
WAYS, Charlotte, N. C.
STACK, IMOGENE
WLAY, Muscle Shoals, Ala.
STAHL, PHILIP
WQXR, New York, N. Y.
STAMBAUGH, HENRY
WGST, Ga. Tech Station, Atlanta, Ga.
STANGLAND, RED
KUSD, Vermillion, S. Dak.
STANTON, PETE
WJPA, Washington, Pa.
STANTON, WELCOME
WCPS, Tarboro, N. C.
STAPLES, LLOYD
WKOX, Framingham, Mass.
STARBUCK, BERYL
WMT, Cedar Rapids, Iowa
STARK, CHARLES
CBS—The Guiding Light

STARK, RICHARD S.
Announcer, Writer, Producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week (CBS); Christopher Wells (CBS).

STARLING, DAVE
KFI, Los Angeles, Calif.
STEADMAN, W. L.
WCOV, Montgomery, Ala.
STEELE, BOB
WTIC, Hartford, Conn.
STEELE, EARL
WRNL, Richmond, Va.
STEISS, BILL
WCLE, Clearwater, Fla.
STEPEHENS, C. G.
KVOE, Santa Ana, Calif.

STERLING, LEN
FBI in Peace and War (CBS); Sammy Kaye's Sunday Serenade (ABC).

STERLING, LUD
WLEE, Richmond, Va.
STERRETT, ROBERT
WTON, Staunton, Va.
STEVANS, BERT
WWGS, Tifton, Ga.
STEVENS, AL
WGAA, Cedartown, Ga.
STEVENS, CHARLES
WTAG, Worcester, Mass.
STEVENS, GEORGE A.
WFAA, Dallas, Tex.
STEVENS, LEN
WNLC, New London, Conn.

STEWART, JAY
NBC—Truth or Consequences. What's Doin' Ladies?

STEWART, PAUL
KFWB, Hollywood, Calif.
STEWART, RUSS
KFI, Los Angeles, Calif.
STILLE, ELBERT
WHKC, Columbus, Ohio
STITT, WAYNE
KCKN, Kansas City, Kans.
STOCKDALE, BOB
WAGE, Syracuse, N. Y.
STODDARD, ENSOR
WKAP, Allentown, Pa.
STOKES, ED
WHN, New York, N. Y.
STONE, ALLAN
WFIL, Philadelphia, Pa.
STONE, ERNIE
WMCA, New York, N. Y.
STONE, GEORGE
WMAQ, Chicago, Ill.
STONER, PETE
WTIC, Hartford, Conn.
STRAND, NORMAN
WSAV, Savannah, Ga.
STRAUSS, WILLIAM
WQXR, New York, N. Y.
STRICKLAND, EDWARD
WGH, Newport News, Va.
STRONG, JACK C.
WCOH, Newnan, Ga.
STROSHINE, ROBERT A.
WSPR, Springfield, Mass.
STUART, ALLEN
WMCA, New York, N. Y.
STUART, BOB
KNOW, Austin, Tex.
STUART, STREETER
WBZ-WBZA, Boston, Mass.
STUDNY, ED
WOL, Washington, D. C.
STULLA, BILL
KFI, Los Angeles, Calif.
STUTZ, CARL
WLEE, Richmond, Va.
STUTZ, ELWOOD
WIBG, Philadelphia, Pa.
SUGAR, DICK
WEVD, New York, N. Y.
SUTTER, DICK
WCRA, Effingham, Ill.
SWANSON, DICK
WROL, Knoxville, Tenn.
SWARTZ, MAURICE
KCKN, Kansas City, Kans.
SWASEY, WILSON
WBTA, Batavia, N. Y.
SWEENEY, FRANK
WJJD, Chicago, Ill.
SWEENEY, WARREN
CBS — Saturday Night Serenade
SWIFT, ROD
WSYR, Syracuse, N. Y.
SWIHART, WALT
WING, Dayton, Ohio
SWISS, DAN J.
WRRN, Warren, Ohio

— T —

TARR, NORMAN
WCCO, Waterbury, Conn.
TAULBEE, ALAN
WQXR, New York, N. Y.
TAYLOR, CLAUDE
WJHP, Jacksonville, Fla.
TAYLOR, GLEN
WTOP, Washington, D. C.
TAYLOR, MARK
WFRC, Reidsville, N. C.
TAYLOR, PHIL
WHHM, Memphis, Tenn.
TAYLOR, ROSS
KTRC, Santa Fe, N. Mex.
TAYLOR, WILL
WSID, Baltimore, Md.
TAZELAAR, ROBERT
WKZO, Kalamazoo, Mich.
TEMPLETON, JOE
WNAE, Warren, Pa.
TENNANT, BILL
WMMN, Fairmont, W. Va.
TERRELL, JIM
KARK, Little Rock, Ark.
TERRY, BILL
WAGA, Atlanta, Ga.
TERRY, CHEM
WBAP, Fort Worth, Tex.
TESCH, JOHN
WBEN, Buffalo, N. Y.
TESKA, NORMAN
KFEL, Denver, Colo.
THEERINGER, GEORGE
WRBL Columbus, Ga.
THIBEAULT, JOSEPH
WEAN, Providence, R. I.
THIBERT, FRANK
WMIQ, Iron Mountain, Mich.
THOMAS, D. GLENN
WJEJ, Hagerstown, Md.
THOMAS, GEORGE
WCAU, Philadelphia, Pa.
THOMAS, GORDON
WTMJ, Milwaukee, Wis.
THOMAS, J. K.
WLOE, Leaksville, N. C.

THOMAS, ROLLIE
KFI, Los Angeles, Calif.
THOMPSON, BOB
KPLC, Lake Charles, La.
THOMPSON, CAMPBELL
WGNY, Newburgh, N. Y.
TILLMAN, JOHN
CBS
TOBY, MARK
WEVD, New York, N. Y.
TONKEN, PHIL
WOR, New York, N. Y.
TREMAYNE, LES
TRIMBLE, JOHN
WBT, Charlotte, N. C.
TUCHOLKA, EDWARD
WEBR, Buffalo, N. Y.
TURNER, HOWARD
WGST, Tech Station, Atlanta, Ga.
TURNER, JIM
WSTP, Salisbury, N. C.
TUTTLE, ROGER, JR.
NBC
TYROL, BOB
WTIC, Hartford, Conn.

— V —

VAN HORN, ARTHUR
WOR, New York, N. Y.
VICKERS, LEE
WTOP, Washington, D. C.
VIEHMAN, ED
WCCO, Minneapolis, Minn.

VON ZELL, HARRY
Radio Master of Ceremonies, Comedian, Motion Picture Actor; b. Indianapolis, Ind., July 11, 1906; Eddie Cantor Show (NBC); Duffy's Tavern (Guest) (NBC); Frank Morgan; Hope Chest (CBS) Smiths of Hollywood.

— W —

WAGNER, MURRAY
CBS—Double or Nothing
WAKEMAN, TONY
WWDC, Washington, D. C.
WALLACE, JIM
WGNY, Newburgh, N. Y.
WALLACE, MYRON
ABC—Sky King
WALLINGTON, JIMMY
ABC-CBS — The Tony Martin Show
WALSTROM, HARRY
ABC—Zeke Manners
WALTERS, LEE
ABC—Fine Arts Quartet
WALTON, HUGH
WCAU, Philadelphia, Pa.
WALTON, RAY
WIBG, Philadelphia, Pa.
WANKE, HUGH
WITH, Baltimore, Md.
WANN, PAUL
WCCO, Minneapolis, Minn.
WARD, BAXTER
WMAL, Washington, D. C.
WARREN, CARLTON
WOR, New York, N. Y.
WARREN, BILL
WITH, Baltimore, Md.
WARREN, GIL
KFWB, Hollywood, Calif.
WARNER, CARL
WJJD, Chicago, Ill.
WAYNE, BERT
WNEW, New York, N. Y.
WEAVER, JACKSON
WMAL, Washington, D. C.
WEBB, HARRY
WBEN, Buffalo, N. Y.
WEBBER, FRED
WFIL, Philadelphia, Pa.
WEBER, JOHN PAUL
WIP, Philadelphia, Pa.

WEIST, DWIGHT
CBS—Grand Slam, Inner Sanctum, Adventures of the Thin Man.
NBC—Aldrich Family.
WELCH, EDGAR
WMCA, New York, N. Y.
WELD, MARK
WCCO, Waterbury, Conn.
WELLER, ROSS
WBEN, Buffalo, N. Y.
WELLES, JACQUES
WITH, Baltimore, Md.
WELLS, GERRY
WMAS, Springfield, Mass.
WELLS, ROBERT
WEBR, Buffalo, N. Y.
WELSH, CHARLIE
WLAY, Muscle Shoals, Ala.
WELSH, PHIL
WORL, Boston, Mass.
WENDEL, BILL
WHAM, Rochester, N. Y.
WENZINGER, MAURICE
KDKA, Pittsburgh, Pa.
WESNER, LEE
WIBU, Poynette, Wisc.
WEST, HARLEY
WSPD, Toledo, Ohio
WEST, MICHAEL
WKBC, North Wilkesboro, N. C.
WEST, PAUL
KOMA, Oklahoma City, Oklahoma
WESTBURY, TOM
WBGE, Atlanta, Ga.
WESTERKAMP, DICK
WTIC, Hartford, Conn.
WEXNER, HENRY
WROW, Albany, N. Y.
WHALEN, JACK
WTRC, Elkhart, Ind.
WHEELER, DWIGHT
WFAU, Augusta, Maine
WILLIAMS, JERRY
WKAP, Allentown, Pa.
WHITE, BILL
KFJB, Marshalltown, Iowa
WHITE, MAURY
KMO, Tacoma, Wash.
WHITFIELD, ARTHUR
WTMJ, Milwaukee, Wis.
WHITNEY, DENNY
KSJO, San Jose, Calif.
WIETING, FRED
WIBG, Philadelphia, Pa.
WIGGINS, JAMES O.
KABC, San Antonio, Tex.
WIGGINTON, BILL
WCCO, Minneapolis, Minn.
WILCOX, HARLOW
CBS—Baby Snooks
WILCOX, RICHARD F.
WSAR, Fall River, Mass.
WILLARD, DICK
WOR, New York, N. Y.
WILLARD, GEORGE
WMCA, New York, N. Y.

WILLIAMS, ALUN
Radio Producer, Announcer Commentator; b. Ferndale Wales, Great Britain, Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley NBC); Tele: Serving Thru Science (WABD).
WILLIAMS, BILL
WILK, Wilkes Barre, Pa.
WILLIAMS, DICK
KANS, Wichita, Kans.
WILLIAMS, RUSS
WHK, Cleveland, Ohio
WILLIAMS, TOMMY
WPTF, Raleigh, N. C.
WILLIAMS, WINN
WMT, Cedar Rapids, Iowa
WILLIAMS, ZEB
KXOX, Sweetwater, Tex.
WILLSON, JIMMIE
WAPI, Birmingham, Ala.
WILSON, DON
NBC—The Jack Benny Show
WILSON, GLEN
WIRE, Indianapolis, Ind.
WILSON, LARRY
WNOE, New Orleans, La.
WILSON, STU
Quiz of Two Cities, Surprise Party, Examiner Comics
WILSON, TONY
WHLI, Hempstead, L. I., N. Y.
WIRES, LEROY
WTAG, Worcester, Mass.
WOLF, PHILLIP
KTRH, Houston, Texas
WOLFE, PHILLIP
KTRH, Houston, Tex.
WOOD, HARRY
WDRC, Hartford, Conn.
WOOD, JACK
WKAB, Mobile, Ala.
WOODS, CHARLES
ABC—Piano Playhouse
WOODWARD, HAL
WLW, Cincinnati, Ohio
WOOLEY, HARRISON
KFRC, San Francisco, Calif.
WORKHOVEN, MERRILL
WOW, Omaha, Nebr.
WRIGHT, SHERMAN
WEBR, Buffalo, N. Y.
WRIGHT, WILL
KDYL, Salt Lake City, Utah
WYLIE, ROBERT
WOL, Washington, D. C.

— Y —

YANTISS, ALVIN
KSDJ, San Diego, Calif.
YOCAM, JOE
KFWB, Hollywood, Calif.
YOUNG, BERNARD
WTOL, Toledo, Ohio
YOUNG, DUANE
WHEB, Portsmouth, N. H.
YOUNG, ROBERT B.
KOA, Denver, Colo.

— Z —

ZUBON, JOHN
KTUC, Tucson, Arizona
ZUNDEL, DONOVAN
KPDQ, Portland, Ore.
ZURICH, SAM
WTNT, Augusta, Ga.

★ Backstage ★

people in network radio production—1947

— A —

AAROE, ALDEN
WRVA, Richmond, Va.
ACHOR, DAVE
WBLJ, Dalton, Ga.
ACREE, CHUCK
ABC—Ladies Be Seated
ADAMS, W.
WHEC, Rochester, N. Y.
ADAMS, WYLIE
ABC—Ted Malone
ADELMAN, MORREY
WCMW, Canton, Ohio
ALDRIDGE, WILLIAM
WHAS, Louisville, Ky.
ALEXANDER, MARTIN
WHBC, Canton, Ohio
ALKIRE, JOHN
KXOA, Sacramento, Calif.
ALLEN, CLIFF
WNOX, Knoxville, Tenn.
ALLEN, GEORGE W.
The Whistler, Free For All, Meet the Missus
ALLISON, ROBERT
CBS—People's Platform
ALT, DON
WMT, Cedar Rapids, Iowa
ALTER, BENNE
WHBF, Rock Island, Ill.
ALUN, WILLIAMS
ANDERSEN, J. RICHARD
KALL, Salt Lake City, Utah
ANDERSON, DON D.
KSFO, San Francisco, Calif.
ANDREWS, CLARK
ABC—The Clock
ANDREWS, DON
WKNX, Saginaw, Mich.
ANDREWS, MARTIN
ABC—My True Story
ARMBRUSTER, RUSS
WINS, New York, N. Y. (Exec. Producer)
ARRINGTON, BILL
WMRC, Greenville, S. C.
ARTHUR, HARRY
WSMB, New Orleans, La.
ASPINWALL, HUGH
KMA, Shenandoah, Iowa
AULTMAN, CARL
KWIK, Burbank, Calif.
AZINE, HAROLD
WTOP, Washington, D. C.

— B —

BABBITT, GIL
WPEN, Phila., Pa.
BAKER, GEORGE A.
WRC, Washington, D. C.
BAKER, RUSS
WOW, Omaha, Nebr.
BARRY, LES
WBEN, Buffalo, N. Y.
BARTON, CRAIG
WFAA, Dallas, Tex.
BAUTZER, ALAN
WLBR, Lebanon, Pa.
BEASLEY, IRENE
BEAUPRE, WALTER
WCOU, Lewiston, Maine
BECKERMAN, LARRY
WTOP, Washington, D. C.
BELDING, LEE
KXLO, Lewiston, Mont.
BELL, ORTH
KFH, Wichita, Kans.
BELL, TED
KRSC, Seattle, Wash.
BENDER, EDWARD
WINS, New York, N. Y.
BENUM, ARNOLD
KMO, Tacoma, Wash.
BERING, CONRAD
KFDM, Beaumont, Tex.
BERMAN, LEONARD
WANN, Annapolis, Md.
BERNARD, DON
CBS—Screen Guild Players
BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.
BINKIN, SYL
WEW, St. Louis, Mo.
BLACK, EDWARD G.
KNAK, Salt Lake City, Utah
BLACK, JACK
WGH, Newport News, Va.
BLACK, LOU
KWTO, Springfield, Mo.
BLAIR, LEONARD
ABC—America's Town Meeting
BLAKE, BILL
WRON, Ronceverte, W. Va.
BLAKESLY, EARL
KFNF, Shenandoah, Iowa
BORGE, PAUL
KWLC, Decorah, Iowa
BOTTORFF, GERRY
WHAS, Louisville, Ky.
BOURBON, DIANA
CBS—Club 15
BOWE, GEORGE
WTIC, Hartford, Conn.
BOWER, ROGER
WOR, New York, N. Y.
BOWERS, CHARLES
WKDK, Newberry, S. C.
BOWMAN, GUY
WKBK, Detroit, Mich.
BOZARTH, RENE
KWJJ, Portland, Ore.
BRACE, CLAYTON
KLZ, Denver, Colo.
BRADLEY, WILLIAM V.
WHEB, Portsmouth, N. H.
BRADSHAW, J. B.
KFBI, Wichita, Kans.
BRANSON, TODD
KENT, Shreveport, La.
BREN, SHELDON
KCMJ, Palm Springs, Calif.
BRIDGE, J. GORDON
WBTA, Batavia, N. Y.
BRILL, DICK
KQW, San Jose, Calif.
BRITT, WESTON
WCOU, Montgomery, Ala.
BROCK, ART
KAFY, Bakersfield, Calif. Lunch With the Ladies, Voice of Bakersfield
BROOKS, DEEN
WKNA, Charleston, W. Va.
BROOKS, GEORGE L.
KDIX, Dickinson, N. Dak.
BROWN, HIMAN
CBS—Inner Sanctum
BROWN, RALPH
WLW, Cincinnati, Ohio
BRUGGEMAN, VERN
KALL, Salt Lake City, Utah
BRYANT, NATHAN H., JR.
WJEF, Grand Rapids, Mich.
BUCKLEY, SCOTT
WNBC, New York, N. Y.
BUENNING, PAUL
KOCY, Oklahoma City, Okla.
BULECHEK, ANNELLE H.
KLOU, Lake Charles, La.
BULLIS, LEE S.
KYJC, Medford, Ore.
BURGIN, RALPH
WRC, Washington, D. C.
BURKE, STEPHEN
WBZ-WBZA, Boston, Mass.
BURT, LYLE
KRSC, Seattle, Wash.

BYRON, EDWARD ARMOUR
Producer, Director, Writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney; Christopher Wells (CBS).

— C —

CALHOUN, T. H.
WEEI, Boston, Mass.
CANON, CRYSTAL
KEBE, Jacksonville, Tex.
CARLESCO, GEORGE
WWRL, Woodside, N. Y.
CARLSON, J. RALPH
WJTN, Jamestown, N. Y.
CARNEY, JOHN
CBS—Look Your Best
CARR, HAROLD
CARTER, MARY LUCILLE
WMBM, Miami Beach, Fla.
CARTER, VAL
WJOY, Burlington, Vt.
CASHMAN, EDMUND
CBS—Tony Martin Show
CAVANAUGH, JOSEPH
WENE, Endicott, N. Y.
CECIL, CHUCK
KFLW, Klamath Falls, Ore.
CENTOLA, GREGORY
WMCA, New York, N. Y.
CHADD, DON
KSOK, Arkansas City, Kans.
CHADBURN, BILL
WMOC, Convington, Ga.
CHAMBERS, BILL
KECK, Odessa, Tex.
CHANCE, AL
CBS—Mary Lee Taylor
CHARLES, DICK
ABC—Paul Whiteman Club
CLARE, GEORGE
WMOX, St. Louis, Mo.
CLEARY, JOHN
ABC — Sammy Kaye's Sunday Serenade, So You Want To Lead A Band
CODY, DEL
KGA, Spokane, Wash.

COFFIN, TED
WAGM, Presque Isle, Me.
COHN, MORT
WCHS, Charleston, W. Va.
COLLINS, ALBERT R.
KNAK, Salt Lake City, Utah
CONLEE, LADE
WHBQ, Memphis, Tenn.
COOK, FRANKLIN
WHA, Madison, Wis.
COONEY, MARJORIE
WSM, Nashville, Tenn.
CORBETT, EARL
WCPO, Cincinnati, Ohio

COTT, TED
Writer, Director, Producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program Manager, (WNEW); Producer; Rumplstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Sound Record.

COTTON, BOB
ABC—Ethel and Albert
CRAIG, ROBERT L.
WDBO, Orlando, Fla.
CRAWFORD, PAUL
KAMD, Camden, Ark.
CRONICAN, LEE
WHP, Harrisburg, Pa.
CROTHERS, GEORGE
CBS—In My Opinion
CUNY, GENE
KLOU, Lake Charles, La.

— D —

DANIEL, CLAY
WNBC, New York, N. Y.
DANIELS, ED
WGRV, Greeneville, Tenn.
DANIELS, WILLIAM S.
KVMV, Twin Falls, Idaho
DAVIS, ANN
WGKV, Charleston, W. Va.
DAVIS, HERB
WJOY, Burlington, Vt.
DAWSON, NORTHRUP
KUOM, Minneapolis, Minn.
DAWSON, PAUL
KYUM, Yuma, Ariz.
DeANGELO, CARLO
Perry Mason, Scotland Yard
DEAN, BILL
WIRE, Indianapolis, Ind.
DEAN, GEORGE
KOMO, Seattle, Wash.
DeBERRY, HERBERT
WPIK, Alexandria, Va.
DeBIE, DICK
KSIG, Crowley, La.
DEEM, WARREN
KOWL, Santa Monica, Calif.
DENKEMA, EDDIE
KNAK, Salt Lake City, Utah
DENNIS, LLOYD
WTOP, Washington, D. C.
DER'BAUM, LILLIAN
KTUC, Tucson, Arizona

DEVINE, JERRY
Writer, Producer, Director;; b. Boston, Mass., Nov .11, 1908. ed. Professional Children's School. This is Your FBI (ABC).

DeVRIES, VAN BEUREN
WMAL, Washington, D. C.
DIERKES, SHIELDS
WWJ, Detroit, Mich.
DIETZ, JOHN
CBS—Crime Photographer
DILLON, KENNETH W.
WKOW, Madison, Wisc.
DOAN, BOB
WTMA, Charleston, S. C.
DOLAN, CHARLES
WJMO, Cleveland, Ohio
DRAIN, ROBERT J.
WSBT, South Bend, Ind.
DREIER, ROBERT E.
WLIZ, Bridgeport, Conn.
DRILLING, JOE C., JR.
KCOK, Tulare, Calif.
DRISCOLL, RICHARD V.
WLIP, Kenosha, Wisc.
DUFOUR, BOB
WTIC, Hartford, Conn.
DUNCAN, CARL
KYUM, Yuma, Ariz.
DUNLAP, WALLACE
WLIZ, Bridgeport, Conn.

— E —

EASTMAN, BOB
KOMA, Oklahoma City, Okla.
EDGAR, BILL
WBEJ, Elizabethtown-Johnson City, Tenn.
EDWARDS, EDDIE
KMBC, Kansas City, Mo.
EDWARDS, JOHN
Youth Asks the Government, ABC
ELLIOTT, BILL
WLIZ, Bridgeport, Conn.
ELLIOTT, FRANK
WCNC, Elizabeth City, N. C.
ELLIOTT, PERRY
WRLD, West Point, Ga.

— F —

FASSETT, JAMES
Invitation to Music, CBS
FEEZOR, PARKMAN R.
WTPR, Paris, Tenn.
FELIX, HENRY
WTAG, Worcester, Mass.
FELTON, NORMAN
WMAQ, Chicago, Ill.
FERGUSON, EARLE C.
KOA, Denver, Colo.
FERRIS, RAY
WLS, Chicago, Ill.
FIELDER, JOHN
WHBT, Harriman, Tenn.
FIMGERB, HAL
Spotlight Review, CBS
FINCH, HOWARD K.
WJIM, Lansing, Mich.
FINLEY, KEN
KEX, Portland, Ore.
FINNING, FRANK
WFEA, Manchester, N. H.

FISHER, MAGGY
NBC—Finder's Keepers
ABC—Piano Playhouse

FITZGERALD, EDWARD
Professor Quiz, ABC
FITZGERALD, HAROLD
WKZO, Kalamazoo, Mich.
FLEMING, JOEL
WPAM, Pottsville, Pa.
FLENIKEN, ANN
WKDK, Newberry, S. C.
FLENNIKEN, JAMES M.
WCAW, Charleston, W. Va.
FOLKERS, NORMAN
KFUO, St. Louis, Mo.
FORBES, BOB
WJMX, Florence, S. C.
FORSYTHE, LAWRENCE
KOIL, Omaha, Nebr.
FOSTER, JACK
KSIX, Corpus Christie, Tex.
FOWLER, CLINTON
KUOA, Siloam Springs, Ark.
FRAILEY, PAUL
WFIL, Philadelphia, Pa.
FRAMER, WALT
FRANKLIN, ALLEN
KAKC, Tulsa, Okla.
FRECH, ED J.
KFRE, Fresno, Calif.
FREELAND, FRED
WOWO, Fort Wayne, Ind.
FREIMAN, PAUL
KCOK, Tulare, Calif.
FRENCH, KENNETH
WRC, Washington, D. C.
FROMMER, LARRY
WOL, Washington, D. C.
FULTON, DAVID K.
WALB, Albany, Ga.

— G —

GAINEY, JACK
WJMX, Florence, S. C.
GANTTER, RAYMOND
WFBL, Syracuse, N. Y.

GARDNER, PAUL
Writer for radio and magazines; b. New York, N. Y., Jul. 13, 1907; Lou Little (Tele).

GARDNER, ED (ARCHIE)
GATES, JERRY
WFAA, Dallas, Tex.
GEARHART, LYNN
WALT, Tampa, Fla.
GEIGER, GEORGE
WBBC, Flint, Mich.
GERING, WALTER
KMPC, Los Angeles, Calif.
GIBBS, PARKER
WMAQ, Chicago, Ill.
GIFFORD, JACK
WKDK, Newberry, S. C.
GIVEN, HELEN
WLBJ, Bowling Green, Ky.
GODFREY, VIRGIL
KWPC, Muscatine, Iowa.
GODT, PAUL
KFEL, Denver, Colo.

GOODSON, MARK
Radio Director, Producer; b. Sacramento, Calif.; Jan. 24, 1915; Univ. of Calif.; A. B. Portia Faces Life, Treasury Salute, Winner Take All.

GORDON, KEITH
KXO, El Centro, Calif.
GORDON, LARRY
KAVR, Havre, Mont.
GOTTLIEB, JOSEPH
WMCA, New York, N. Y.
GRANDEY, ROY
KOW, San Jose, Calif.
GRANT, DOUG
WMT, Cedar Rapids, Iowa
GRAULICH, BERT
WBAY, Coral Gables, Fla.
GRAY, FRED
WGWR, Asheboro, N. C.
GRAY, GEORGE
WHOB, Gardner, Mass.
GREEN, GEORGE
WAAT, Newark, N. J.
GREER, BOB
KPRK, Livingston, Mont.
GREGORY, FRANK
WKMO, Kokomo, Ind.
GREY, EDEN
WBAA, West Lafayette, Ind.
GREY, PETER
WSMB, New Orleans, La.
GREY, ALLEN
WPEN, Philadelphia, Pa.
GRIFFIN, BETTY CUSHING
WIBX, Utica, N. Y.
GRIFFITHS, MARY
WLCR, Torrington, Conn.
GROBE, ALBERT
WQXR, New York, N. Y.
GROGAN, JACK
WNEW, New York, N. Y.
GROVER, ROSCOE A.
KSUB, Cedar City, Utah

GROVES, JOHN
KGW, Portland, Ore.
GUEDEL, JOHN
People Are Funny, NBC

— H —

HAGEMAN, DICK
WHAS, Louisville, Ky.
HALBERT, EDDIE
WTOP Washington D. C.
HALE CECIL
WSAI Cincinnati Ohio
HALE ZENDELL M.
KEYY Pocatello Idaho
HALLOCK, TED
KUGN, Eugene, Ore.
HARPER, FRED
WSAI, Cincinnati, Ohio
HARRIS, GLENN E.
KMA, Shenandoah, Iowa
HARTMAN, LOU
KGO, San Francisco, Calif.
HARWOOD, CARL
Baby Snooks, CBS
HASWELL, ARA
WTAW, College Station, Tex.
HAUSER, DWIGHT
The Adventure of Bill Lance, ABC
HEADY, KENNETH
KCMO, Kansas City, Mo.
HECK, HOMER
WMAQ, Chicago, Ill.
HELM, FRANCES
WBAP, Fort Worth, Tex.
HENDERSON, SCOTT
KTUC, Tucson, Ariz.
HENLEY, ART S.
Writer, Producer; b. New York, N. Y., Sept. 9, 1921; ed. Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Lecturer; NYU, Radio Writers Guild Seminar, Gagwriters Institute; Honeymoon in N. Y. (NBC); 13 by Henley; Kate Smith Show; Lady Dick; The Welcome Wagon.
HENRY, HULL, JR.
Here's To You, CBS
HENRY, SYDNEY
WMON, Montgomery, W. Va.
HERBERT, CHARLES
Sound Off, CBS
HERMAN, CHESTER
WLW, Cincinnati, Ohio
HESS, HERBERT
KHQ, Spokane, Wash.
HEWSON, ISABEL MANNING
Land of the Lost, ABC
HEYSER, FRAN
(Production Manager)
KMBC, Kansas City, Mo.
HIBDON, MILTON L.
KTRB, Modesto, Calif.
HICKS, JOHN
KRLD, Dallas, Tex.
HINKLEY, HARRY
WHP, Harrisburg, Pa.
HIGGINS, KEN
KFI, Los Angeles, Calif.
HIGGINS, JAMES W.
WWNY, Watertown, N. Y.
HOFER, DAVE L., JR.
KRDU, Dinuba, Calif.
HOLIDAY, STANLEY
WDSO, New Orleans, La.
HOLMES, JAMES
WMON, Montgomery, W. Va.
HOLMES, THURSTON
WBRK, Pittsfield, Mass.
HOLMES, WILLIAM A.
KECA, Los Angeles, Calif.
HOLT, ROBERT
KXOK, St. Louis, Mo.
HOPKINS, FRANK
WHDL, Olean, N. Y.
HOPPERS, JIM
WCMA, Corinth, Miss.
HOSKINSON, JOHN H.
WMAL, Washington, D. C.
HORSFALL, DOT
WPDQ, Jacksonville, Fla.
HOTCHKISS, THOMAS
KGER, Long Beach, Calif.
HOULIHAN, ANN
WHAM, Rochester, N. Y.
HOWE, LOUISE HILL
KSL, Salt Lake City, Utah
HOWLETT, ERIC
WJR, Detroit, Mich.
HUFF, ECCLES
WDUK, Durham, N. C.
HUGHES, PAUL
KTAR, Phoenix, Ariz.
HULL, ALEXANDER
KRSC, Seattle, Wash.
HULL, IRA
WRVA, Richmond, Va.
HUMMERT, ANN
Mr. Keen, Tracer of Lost Persons, CBS
HUMMERT, FRANK
Mr. Keen, Tracer of Lost Persons, CBS
HUNT, TED
KROD, El Paso, Tex.
HUNTZINGER, CECE
WHO, Des Moines, Ia.
HURD, ROBERT
KOMO, Seattle, Wash.
HUSTON, LOU
KMPC, Los Angeles, Calif.

— I —

IRWIN, CAROL
Theatre Guild on the Air, ABC

— J —

JASINSKY, STANLEY
WWOL, Lackawanna, N. Y.
JAY, VERNE
WLW, Cincinnati, Ohio
JENNINGS, ROBERT G.
Mr. President, ABC
JEWELL, JAMES
Jack Armstrong, ABC
JOHNSON, GEORGIANNE
KWLC, Decorah, Iowa.
JOHNSON, SVEA
Famous Jury Trials, ABC
JOLLEY, LEROY
KWIL, Albany, Ore.
JONES, LEE
WNBC, New York, N. Y.
JONTRY, "SPEC"
WJBC, Bloomington, Ill.
JORGENSEN, ROY L.
KYUM, Yuma, Ariz.
JOY, DICK
KCMJ, Palm Springs, Calif.

— K —

KAMINS, ROBERT
WKAR, East Lansing, Mich.
KARL, MAX
WTCN, Minneapolis, Minn.
KARLTON, GERRY
KWLC, Decorah, Iowa
KARP, RICHARD
KDKA, Pittsburgh, Pa.
KAUFMAN, "HAP"
KGO, San Francisco, Calif.
KAUFMAN, ROBERT
WISR, Butler, Pa.
KAY, MARY
WMAM, Marinette, Wisc.
KAYE, MILTON B.
WHN, New York, N. Y.
KEHOE, PATRICK
WMAM, Marinette, Wisc.
KEIGHLEY, WILLIAM
Lux Radio, CBS
KEITH, MAXINE
KELLAR, ART
WRON, Ronceverte, W. Va.
KELLER, FRED
WBEN, Buffalo, N. Y.
KELLY, PAT
KFI, Los Angeles, Calif.
KEMP, WILLIAM T.
KVOP, Plainview, Tex.
KENNEDY, RAY
WRVA, Richmond, Va.
KENT, DAVID
KTBS, Shreveport, La.
KENT, RUTH
WGAA, Cedartown, Ga.
KERNS, CHARLES M.
WJAS, Pittsburgh, Pa.
KETCHUM, BILL
WBLJ, Dalton, Ga.
KEYWORTH, ROBERT
KCNA, Tucson, Ariz.
KIDD, HARRY
WTAW, College Station, Tex.
KILHAM, GENE
WBZ-WBZA, Boston, Mass.
KLEIN, HENRY
The Listening Post, ABC
KNIGHTLINGER, TED
KMO, Tacoma, ash.
KOERNSCHILD, ELMER J. C., REV.
KFUO, St. Louis, Mo.
KOEBLITZ, BERT
WHK, Cleveland, Ohio
KOHR, LAMBERT
KMOX, St. Louis, Mo.
KOOPS, ED
KDKA, Pittsburgh, Pa.
KOSTE, WALTER
WWJ, Detroit, Mich.
KRAMER, HOWARD
KFUO, St. Louis, Mo.
KRAMER, MILTON J.
KRUM, FAYETTE
Young Dr. Malone, CBS
KUZNITSOF, WILLIAM
WLBJ, Bowling Green, Ky.

— L —

LAKE, BARRY
WIBC, Indianapolis, Ind.
LAKEHOMER, HERBERT
KROD, El Paso, Tex.
LAMMERS, CHARLES
WLW, Cincinnati, Ohio
LANDER, ROSALEE
WLBB, Carrollton, Ga.
LASHBROOK, BOB
WHOT, South Bend, Ind.
LATEAU, HERBERT
WMAQ, Chicago, Ill.
LAURIE, BILL
KEBE, Jacksonville, Tex.
LAVALLE, GENE
WJR, Detroit, Mich.
LAWRENCE, RICHARD
KDAL, Duluth, Minn.
LEBAN, JOHN
WCAE, Pittsburgh, Pa.
LELY, J. THEODORE
KVOA, Tucson, Ariz.
LASHER, ROBERT
WJEJ, Hagerstown, Md.
LEWIS, ED
KRDO, Colorado Springs, Colo.
LEWIS, RAY
KSIX, Corpus Christie, Tex.
LIBUTTI, GEORGE
(Program Director)
WSAY, Rochester, N. Y.

LIGGITT, PAUL
WJBC, Bloomington, Ill.
LINDER, VAL
KEX, Portland, Ore.
LIVINGSTONE, CHARLES
The Lone Ranger, ABC
LOCHNER, DON
WEW, St. Louis, Mo.
LOGAN, JAMES
WMAL, Washington, D. C.
LONG, CHET
WBNS, Columbus, Ohio
LONG, RICH
KPPC, Pasadena, Calif.
LONG, RUSSELL D.
WCSC, Charleston, S. C.
LOREN, WM. H.
WLVA, Lynchburg, Va.
LOUGHRANE, BASIL
NBC—Light of the World
MBS—Sherlock Holmes.
LOUGHRIN, J. RICHARD
WMAQ, Chicago, Ill.
LOVE, LEWIS
KWBC, Fort Worth, Tex.
LOVETON, JOHN
Mr. & Mrs. North, CBS
LOWDER, COLLIN W.
KLO, Ogden, Utah
LOWERY, BILL
WGRV, Greeneville, Tenn.
LUND, ERIC
WLVA, Lynchburg, Va.
LUNDQUIST, HENRY
WCOP, Boston, Mass.

—Mc—

MacGREGOR, JOCK
WOR, New York, N. Y.
MacKERCHER, JOHN
WMAL, Washington, D. C.
MacLEAN, JOHN
WROM, Rome, Ga.
MacMILLIAN, L.
WHEC, Rochester, N. Y.
McANULTY, H.
KLOK, San Jose, Calif.
McCAIN, BILL
WAGA, Atlanta, Ga.
McCANN, DOROTHY
The Sheriff, ABC
McGILL, JERRY
McGREEVEY, JOHN
KTAR, Phoenix, Ariz.
McINTIRE, RUSSELL
McKECHNIE, JAMES
WENE, Endicott, N. Y.
McKEE, BURTT F., JR.
WAPI, Birmingham, Ala.
McKINLAY, LYNN
KSL, Salt Lake City, Utah
McKINNEY, W. N.
KELD, El Dorado, Ark.
McKINNEY, WM. A., JR.
KGKB, Tyler, Tex.
McLAUGHLIN, PEGGY
McLEAN, JOHN
WBZ-WBZA, Boston, Mass.
McMAHON, F. A.
WHYU, Newport News, Va.
McMULLEN, CLAIRE D.
WFIL, Philadelphia, Pa.
McVICAR, BETH
KTIM, San Rafael, Calif.

—M—

MAAS, JESSE
The Christian Science Monitor Views the News, ABC
MACK, BERNIE
WMUR, Manchester, N. H.
MACK, DICK
Joan Davis Show, CBS
MACK WAYNE
WGAR, Cleveland, Ohio
MADIGAN, JOHN
Headline Edition, ABC
MADISON, BOB
KWBW, Hutchinson, Kans.
MARCIN, MAX
FBI in Peace and War, CBS
MARICH, ROBERT
WFIG, Sumter, S. C.
MARKS, HILLIARD
NBC, The Jack Benny Show
MARSHALL, R. H.
WORZ, Orlando, Fla.
MARSHALL, WILLIAM L.
Boston Symphony, ABC
MARTINI, ROLAND
Saturday Night Serenade, CBS
On Stage America, ABC
MASSEY, TOM
KIXL, Dallas, Tex.
MASTERSON, JOHN
Breakfast in Hollywood, ABC
MATHENY, PAUL
WMON, Montgomery, W. Va.
MATTHEWS, JAMES
WLBB, Carrollton, Ga.
MATTISON, CARL
WGLN, Glen Falls, N. Y.
MAXWELL, BOB
WKNX, Saginaw, Mich.
MEACHAM, JUSTIN
WBAA, West Lafayette, Ind.
MENTZER, EARL
WJEJ, Hagerstown, Md.
METCALFE, CHARLES T.
WWWB, Jasper, Ala.
MEYER, DON
WRVA, Richmond, Va.
MICHAEL, ED
WXYZ, Detroit, Mich.
MILLER, GLENN CLARK
WCPO, Cincinnati, Ohio
MILLER, WM.
KMOX, St. Louis, Mo.
MILLER, WILLIAM
WMIX, Mt. Vernon, Ill.
MILLS, DEXTER
WDBJ, Roanoke, Va.
MILY, NORLENE
KLOU, Lake Charles, La.
MITZMAN, NEWT
WOSU, Columbus, Ohio
MOORE, ARTHUR
Arthur's Place, CBS
MORRISON, TOM
WCMW, Canton, Ohio
MORROW, BILL
Philco Radio Time, ABC
MORSE, OTIS
WCBA, York, Pa.
MORTON, DON
WEAN, Providence, R. I.
MOSER, CLYDE
WTAR, Norfolk, Va.
MOSES, JOHN B.
WHKC, Columbus, Ohio
MUNSON, GORDON
WOI, Ames, Iowa
MURPHY, WM.
KBLF, Red Bluff, Calif.
MURRAY, DON
WAZL, Hazleton, Pa.
MUSCHANY, ELMER G.
KXOK, St. Louis, Mo.
MYERS, CLARENCE
WJEJ, Hagerstown, Md.

—N—

NADEAU, JACK
WCCO, Minneapolis, Minn.
NAYLOR, DON
WGST, Ga. Tech Station, Atlanta, Ga.
NEEL, WILLIAM
Drew Pearson, ABC
NEILL, EVERETT
KDKA, Pittsburgh, Pa.
NELSON, DOLPH
WMAQ, Chicago, Ill.
NELSON, GENE
KFAM, St. Cloud, Minn.
NELSON, JAMES S.
KOAC, Corvallis, Ore.
NELSON, JERRG
WCCO, Minneapolis, Minn.
NEWMAN, ROY I.
WRR, Dallas, Tex.
NORMAN, JOHN
KIT, Yakima, Wash.
NOLAN, JAMES W.
KTHR, Houston, Tex.
NOVELLI, SYL
WHAM, Rochester, N. Y.

—O—

OCHS, ACE
Tom Scott, American Troubador, Treasury Bandstand, CBS
O'CONNOR, GEORGE L.
WWRL, Woodside, N. Y.
O'DELL, GEORGE
WOPI, Bristol, Tenn.
OLMSTEAD, CLARE
The Borden Program, CBS
OLSEN, JOHNNY
OLSON, DAVE
WJR, Detroit, Mich.
OLSON, RAY
WOW, Omaha, Nebr.
ONSTOTT, FRANK
KCOK, Tulare, Calif.
OWEN, ALAN
WMID, Atlantic City, N. J.

—P—

PALMER, TOM
WMOC, Covington, Ga.
PARADY, WILLIAM F.
KGLU, Safford, Ariz.
PARCHER, OLIVER
WSBT, South Bend, Ind.
PARKER, PAUL
PARKINSON, HARRY
KCOL, Fort Collins, Colo.
WMBL, Morehead City, N. C.
KRLD, Dallas, Tex.
PARRINO, TED
Child's Work, ABC
PARHURST, HELEN
KOMO, Seattle, Wash.
PATTERSON, FREDERICK J.
PATTERSON, BILL
WNBC, New York, N. Y.
PATRICK, ED
WEDO, McKeesport, Pa.
PEDEN, TOM
KYW, Philadelphia, Pa.
PAYNE, LARRY
WJR, Detroit, Mich.
PEARCE, JOHN, JR.
WIRE, Indianapolis, Ind.
PELT, RUTH VAN
WCMW, Canton, Ohio
PENNELL, W. W.
WORZ, Orlando, Fla.
PEPPER, HELEN
WCLB, Ogdensburg, N. Y.
PERKINS, LOU
Welcome Travelers, ABC
PERRIN, KEYES W.
PETERSEN, CLIFF
Breakfast Club, ABC
PETERSON, WARREN M.
KDIX, Dickinson, N. Dak.
PHILLIPS, GORDON
WROV,, Roanoke, Va.
PHILLIPS, HAROLD
WRNL, Richmond, Va.
PHILLIPS, HOWARD
WMCA, New York, N. Y.

PIERCE, SAM
Dick Haymes Show, CBS
PINTO, JOHN
WHDH, Boston, Mass.
PIVEL, JOHN
WXYZ, Detroit, Mich.
PLAYER, JIM
WJMX, Florence, S. C.
PLUMSTEAD, EUGENE M.
WSGN, Birmingham, Ala.
POFF, WILLARD
WBPZ, Lock Haven, Pa.
POHAN, JOHN M.
KRDU, Dinuba, Calif.
POINTEL, CHARLES
WFIG, Sumter, S. C.
POLLARD, BOB
KTAR, Phoenix, Ariz.
POSKA, AL
KFI, Los Angeles, Calif.
POULTON, LIONEL
KDKA, Pittsburgh, Pa.
PRICE, JOHN
WHP, Harrisburg, Pa.
PUCK, LARRY
Strike It Rich, CBS

— R —

RAINEY, BRUCE
KSYL, Alexandria, La.
RAINGER, DAN
KDYL, Salt Lake City, Utah
RANDOLPH, F. M.
KVOO, Tulsa, Okla.
REDMOND, DICK
WHP, Harrisburg, Pa.
REYNOLDS, HUNTER
Tom Bartlett Time, ABC
ROBSON, WILLIAM
Escape, Doorway to Life, Hawk Larabee, CBS
ROLFE, MARY BETH
WOL, Washington, D. C.
ROMINE, DOUGLAS J.
KARK, Little Rock, Ark.
ROSA, FRANK, JR.
WNYC, New York, N. Y.
RUHFEL, ALBERT J.
(Continuity Chief)
WSPD, Toledo, Ohio
ROBERTSON, ELLIOTT
WFAA, Dallas, Tex.
ROSENBERG, E. J.
The Fat Man, ABC
ROSSELL, ERNEST W.
WROW, Albany, N. Y.

RUBIN, JACK
Radio Writer, Director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neils; Break The Bank; Try and and Find Me; By Popular Demand; Pick & Pat Show.

RUNNERSTROM, R. O.
WCOL, Columbus, Ohio
RUPPEL, LARRY
WKBK, Detroit, Mich.
RUSHWORTH, J. E.
WEEI, Boston, Mass.
RUSSELL, MARK
WJJD, Chicago, Ill.

— S —

SADLER, JOHN
WIRA, Ft. Pierce, Fla.
SAGES, SULLIVAN
WMBS, Uniontown, Pa.
SATER, HARTLEY
KGA, Spokane, Wash.
SCHEFFELS, PAUL
Jergens Journal with Walter Winchell
SCHLESLINGER, DR. ROBERT
WPIT, Pittsburgh, Pa.
SCHWEIKHER, FREDERICK
WRC, Washington, D. C.
SCOFIELD, DAVID
KFRC, San Francisco, Calif.
SCOTT, JARRETT
WRVA, Richmond, Va.
SEAVEY, HOLLIS
WOL, Washington, D. C.
SELINGER, HENRY
Club Time, ABC
SOHOW PRODUCTIONS INC.
Betty Crocker Magazine of the Air ABC
SIMPSON JACK
Adventurer's Club, CBS
SKOTCH, ED
Junior Junctions, ABC
SMITH, KENNETH
Sunday Evening Hour, ABC
SMITH, BOB
WLW, Cincinnati, Ohio
SNOOK, HARRY
WBT, Charlotte, N. C.
SNYDER, ROSS
KJBS, San Francisco, Calif.
SOMERVILLE, WARREN
Nancy Craig, ABC
SONIS, BERTON
WCHS, Charleston, W. Va.
SOUVAINE, HENRY
Metropolitan Opera, ABC
SPATZ, H. DONALD
WFBR, Baltimore, Md.
SPRIGGS, C. O.
Suspense, CBS
STAMMER, NEWT
WHN, New York, N. Y.
STEPHENSON, ANN
WBBC, Flint, Mich.
STEWART, TOM
WSM, Nashville, Tenn.
STILLI, JOHN G. JR.
KYW, Philadelphia, Pa.
SUSAN, VIOLET
KSFO, San Francisco, Calif.
SUTTON, ROBERT
WCCO, Minneapolis, Minn.
SWAFFORD, TOM
KGW, Portland, Ore.
SWITZER, MACK
KLZ, Denver, Colo.

— T —

TAYLOR, GLENHALL
The Opie Gates Show, ABC
TENANT, DON
WMAQ, Chicago, Ill.
THALL, BILL
WLW, Cincinnati, Ohio
THOMAS, GIL
KGO, San Francisco, Calif.
TODD, HELEN F.
WTAL, Tallahassee, Fla.

TODMAN, WILLIAM SELDEN
Radio Writer, Producer, Director; b. New York, N. Y., Jul. 31, 1916; Johns Hopkins Univ.; B.S.; NYU; A.B.; Winner Take All, (CBS), Treasury Salute, Quiz of Two Cities.

TOLL, TED
Bride & Groom, ABC

— U —

ULMER, JAMES G., JR.
KGKB, Tyler, Tex.
URRY, FRANCIS
KSL, Salt Lake City, Utah

— V —

VAN DUZER, ROGER
WMBR, Jacksonville, Fla.
VANDERHOOF, BRUCE
KGEM, Boise, Idaho
VASCOCU, E. A.
KGKB, Tyler, Tex.
VELZ, DICK
WRNL, Richmond, Va.
VENELL, BILL
WHO, Des Moines, Ia.
VINSON, ROBERT C.
Last Affair, Meet the Morans, The First DP's, The Hard Way, Smile Time, MBS, One World or None, NBC
VIRTS, SAM
WMIX, Mt. Vernon, Ill.

— W —

WADE, FRED
WTIC, Hartford, Conn.
WALKER, WILLIAM G.
KOA, Denver, Colo.
WALL, BOB
WMOX, Meridian, Miss.
WALLER, MAURIE
WDAY, Fargo, No. Dak.
WALLACH, GEORGE
WNEW, New York, N. Y.
WALLIS, EDWARD
WIP, Philadelphia, Pa.
WALTZ, GORDON N.
WKAT, Miami Beach, Fla.
WARBURTON, CHARLES
My True Story, ABC
WARD, PERRY
KOMA, Oklahoma City, Okla.
WEEDIN HARFIELD
Mayor of the Town, Jimmie Fidler, You Bet Your Life, ABC
WEGENER, EDWARD
WOI, Ames, Iowa
WERLING, RUPE
WIBG, Philadelphia, Pa.
WHALEY, BERT
WMAQ, Chicago, Ill.

WILLIAMS, ALUN
Radio Producer, Announcer Commentator; b. Ferndale, Wales, Great Britain, Univ. of Wash., B.S.; Columbia Workshop (CBS), Murder at Midnight (ABC), Kraft Music Hall (NBC), Joyce Jordan (NBC), Life of Riley (NBC); Tele; Serving Thru Science (WABD).

WILLIS, BUZZ
On Stage America, Vox Pop, ABC
WILLS, JOHN B.
WILK, Wilkes Barre, Pa.
WINSOR, ROY
Sky King, ABC
WOOLEN, DICK
Murder and Mr. Malone, ABC

— Y —

YOUNG, DOUGLAS
WFIG, Sumter, S. C.
YOUNG, EDWARD P.

KDKA, Pittsburgh, Pa.

— Z —

ZAPEL, ARTHUR L.
WOWO, Fort Wayne, Ind.
ZIMMERMAN, JOSEPH
KIOX, Bay City, Tex.

Radio Directors

—and their work during 1947

— A —

ADAMS, TED
CBS—We the People
ADAMS, WYLIE
ABC—Ted Malone.
ALLEN, GEORGE
CBS—Whistler.
ALLEN, HOYT
NBC—Portia Faces Life.
AMBRISTER, CYRIL
ABC—Land of the Lost.
ANDREWS, ANDY
ABC—Galen Drake.
ANDREWS, CLARK
ABC—Clock, Fat Man.
ASHLEY, IRA
CBS—Grand Central Station.
ATWELL, MARTHA
NBC—Young Widder Brown.
CBS—David Harum.
AUCHINCLOSS, GORDON
ABC—Tales of Willie Piper.
AVERY, IRA
CBS—Armstrong's Theater of Today.

— B —

BALLIN, ROBERT
NBC—Jack Benny.
BARNES, HOWARD
CBS—Joe Powers of Oakville
BARBOUR, OLIVER
NBC—Life Can Be Beautiful.
BATES, JOHN
ABC—Vox Pop.
BENNETT, TOM
NBC—Fred Waring Show.
BENSON, MITCH
MBS—Stop Me If You've Heard This One.
BERNARD, DON
ABC—Abbott & Costello
BERNS, LARRY
CBS—Jack Carson Show
BLAIR, LEONARD
ABC—U. N. Headlights, American Sport Page, America's Town Meeting of the Air.
BLISS, TED
CBS—Adventures of Ozzie and Harriet.
BODROW, BILL
ABC—Philco Radio Time.
BOWER, ROGER
MBS—Broadway Talks Back
BRATTAIN, JOE
NBC—Carnation Contented Hr.
BRENNAN, WILLIAM
MBS—Jan August Show.
CBS—Jack Smith Show.
BROWN, HIMAN
CBS—Adventures of the Thin man, Inner Sanctum.
BRYAN, EDWARD A.
CBS—Christopher Wells.
BUBECK, HARRY
NBC—Words and Music.
BULOTTI, JR., CHAS.
MBS—California Melodies.
BUNKER, WALTER
CBS—Baby Snooks Show.
BURCH, BILL
CBS—Gene Autry Show.
BURNETT, MURRAY
MBS—True Detective.
BURROWS, ABE
CBS—Abe Burrows Show.
BURTON, JAMES
MBS—Scarlet Queen.
BURTON, KENNETH
CBS—Prudential Family Hr.
BUTCHER, JESSIE
ABC—Breakfast in H'wd.
BYRNE, JACK
MBS—Better Half.
BYRON, EDWARD
NBC—Mr. District Attorney.
CBS—Christopher Wells.
BYRON, WARD
NBC—Chesterfield Supper Club.

— C —

CALLAHAN, JACK
MBS—Quiz Kids.
CARLTON, LEONARD
CBS—County Fair.
CARNEY, JACK
CBS—Arthur Godfrey's Talent Scouts, Give and Take.
CARSON, MILTON
MBS—Voice of Prophesy.
CASHMAN, EDMUND L.
CBS—Tony Martin Show.
CHARLES, DICK
ABC—Southernaires, Museum of Modern Music, Lee Sweetland Show.
CLEARY, JOHN
ABC—Sammy Kaye's Sunday Serenade, So You Want to Lead a Band.
COHAN, PHIL
NBC—Jimmy Durante.
COLE, JOHN
MBS—Shadow, Charlie Chan.
COLLINS, TED
MBS—Kate Smith Speaks.
CONDON, MAURICE
MBS—Victor H. Lindlahr.
COOPER, WYLLIS
MBS—Quiet Please.
CORDAY, TED
MBS—A Brighter Tomorrow.
ABC—Betty Crocker.
COTTON, BOB
ABC—Ethel and Albert.
COUGHLIN, BUNNY
NBC—Your Hit Parade.
CREWS, ALBERT
NBC—Echoes from Tropics.

— D —

DALY, JOSEPH
NBC—Waltz Time, D. & H. Miners.
DANIEL, OLIVER
CBS—American School of Air.
DANIEL, OLIVER
CBS—Eileen Farrell.
DAVIS, LUCIAN
CBS—Abe Burrows Show.
DE ANGELO, CARLO
MBS—Scotland Yard.
DE HUFF, TOM
ABC—Walter Kiernan, Coast to Coast on a Bus, Sam Pettingill.
DIETZ, JOHN
CBS—American School of the Air, Crime Photographer.
DEVINE, JERRY
ABC—This Is Your FBI.
DINGWALL, ALAN
NBC—Can You Top This?
DODGE, FRANK
CBS—Arthur Godfrey, Winner Take All.
DONOVAN, HOBE
NBC—Smilin' Ed McConnell.
DORN, LARRY
MBS—Emily Post, Quiz.
DRUCE, OLGA
MBS—Hour of Mystery
DYER, SHERMAN
ABC—Exploring the Unknown
DUCOVNY, ALLEN
MBS—Melody Theater.
DUERR, ED.
NBC—Aldrich Family
DUMONT, PAUL
NBC—Dr. I. Q., Manhattan Merry-Go-Round.
DUNHAM, EDWIN
NBC—Voice of Firestone.
DWAN, BOB
ABC—You Bet Your Life.

— E —

EASTMAN, CARL
CBS—Mystery of the Week.
EBI, EARL
NBC—Charlie McCarthy Show
EHRENREICH, DAN
MBS—Juvenile Jury.
ELLIS, JAMES
MBS—Date Night.
ELTON, DAVE
CBS—Arthur's Place.
EMERY, BOB
Rainbow House (MBS); DuMont Television.

— F —

FASSETT, JAMES
CBS—Philharmonic Symphony and News.
FELDMAN, EDWARD
NBC—Milton Berle.
ABC—Bride and Groom.
FELTON, NORMAN
NBC—Nelson Olmstead, Grand Marquee.
FICKETT, HOMER
ABC—Theater Guild of the Air.
FIMBERG, HAL
CBS—Spolight Review.
FINK, JACK
CBS—FBI in Peace and War.
FISHER, MAGGI
ABC—Piano Playhouse.
FITZGERALD, ED
ABC—Professor Quiz.
FRAMER, WALT
CBS—Strike It Rich

— G —

GAINES, CHARLES
ABC—Guy Lombardo Show.
GANNON, THEO.
ABC—Drew Pearson.
GIBBS, PARKER
NBC—Manor House Party, Design for Living.
GILLIS, DON
NBC—Cameos of Music, NBC Symphony.
GOLENPAUL, DAN
MBS—Information Please.
GOODMAN, WES
ABC—National Vespers.
GOODSON, MARK
Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Salute, Winner Take All.
GORMAN, WALTER
CBS—Young Dr. Malone.
GRAHAM, JOSEPH
ABC—Candid Microphone, On Stage America.
GRANT, DAVE
MBS—Heart's Desire.
GRYSON, MITCHELL
MBS—Superman.
GROSS, STEVE
NBC—Lorenzo Jones.
CBS—Our Gal Sunday.
GRUENBERG, AXEL
NBC—Today's Children.
GUEDEL, JOHN
CBS—House Party.
NBC—Truth & Consequences.

— H —

HAMILTON, BILL
ABC—Tennesee Jed.
HANCOCK, ORRIE
CBS—CBS World News Roundup.
HANNA, ARTHUR
NBC—Front Page Farrell, Joyce Jordan.
CBS—Perry Mason.
HARDING, ARRY
CBS—Bob Reid and Orchestra, Strike It Rich.
HARPER, LENIE
CBS—County Fair
HARRELL, CHARLES
ABC—World Security Workshop, Headline Edition.
HARRIS, LESLIE
CBS—Rosemary.
HARRISON, JEANNE
ABC—Boston Blackie
HARVEY, JAMES
NBC—Your United Nations.
HAUPT, JAMES
NBC—American Album of Familiar Music, Cities Service.
HAUSER, DWIGHT
ABC—Mr. President, Retribution, Adventures of Bill Lance.
HAWKES, KIRBY
MBS—Captain Midnight.
HAYS, LOYAL
MBS—What's the Name of That Song?
HECK, HOMER
NBC—American Novels, Baxters, Betty Crocker.
HEISEL, GLAM
NBC—Harvest of Stars.
HERBERT, CHAS.
CBS—Sound Off With Mark Warnow.
HIGHT, JEAN
CBS—Frontiers of Science.
HOAGLAND, JOHN G.
ABC—Walter Winchell.
HOLINER, MANN
CBS—Old Gold Show.
HOLCOMBE, HARRY
NBC—Curtain Time.
HOLZER, LOU
ABC—California Caravan.
HOWARD, CY
CBS—My Friend Irma.
HUDSON, ROBERT B.
CBS—American School of the Air.
HUGHES, GORDON
CBS—Guiding Light.
HUGHES, GORDON T.
CBS—Guiding Light.
HULL, JR., HENRY
CBS—Here's to You.
HUMMERT, FRANK
CBS—American Melody Hour.
HUSTON, TED
CBS—Big Sister.

— I —

IRVING, CHARLES
NBC—This Is Nora Drake.

— J —

JOHNSON, WILLIAM
ABC—Dark Venture.
JOHNSTONE, JACK
CBS—Man Called X.

— K —

KAYE, AL
NBC—Burns & Allen, Life with Riley.
KING, ED
NBC—Believe It or Not.
KLEIN, HENRY
ABC—Listening Post.
KLOSE, WOODY
MBS—Red Hook 31.
KNIGHT, VICK
NBC—Eddie Cantor.
KOGAN, DAVID
MBS—Mysterious Traveler.
KOPLIN, MERT
MBS—Your Ballad Man.
KOVACH, JAMES E.
NBC—First Piano Quartet, Betty Harris Show.
KUHL, CARL
CBS—Club 15.
KUNEY, JACK
NBC—Home Is What You Make It.

— L —

LAFFERTY, PERRY
MBS—Block Party.
LA FRANDRE, JACK
MBS—Chicago Theater of the Air.
LANDRY, ROBERT J.
CBS—Studio One.
LATEAU, HERBERT
NBC—National Farm and Home Hour, Words and Music.
LAWRENCE, BILL
CBS—Screen Guild Players.
LEDER, HERB
NBC—Jack Berch Show.
LEONARD, RICHARD
NBC—Stella Dallas.
CBS—Rose of My Dreams, Mr. Keene, Tracer of Lost Persons.
LEVINE, LEON
CBS—American School of the Air.
LEWIS, J. C.
MBS—Johnson Family.
LEWIS, PAUL
CBS—Pause That Refreshes on the Air.
LEWIS, RICHARD
MBS—Quick As A Flash.
LOEB, MARX
CBS—Readers' Digest.
ABC—Greatest Story Ever Told.
LOUGHRANE, BASIL
MBS—Sherlock Holmes.
NBC—Light of the World.
LOUGHRIN, DICK
NBC—Musical Notes, Words and Muisc, Whitey Berquist and Orchestra.
LOVETON, JOHN
ABC—Treasury Agent.
CBS—Mr. and Mrs. North.

— Mc —

MacGREGOR, JOCK
MBS—Nick Carter, Did Justice Triumph? For Your Approval.
MacGREGOR, KEN
NBC—Solitaire Time, Adventures of Archie Andrews.
MacHARRIE, LINDSAY
CBS—We, the People.
MacINTOSH, EZRA
NBC—Kraft Music Hall.
MacKAYE, FRED
CBS—Lux Radio Theater.
MacKENZIE, MURDO
ABC—Philco Radio Time.
McDERMOTT, TOM
NBC—When a Girl Marries.
CBS—Wendy Warren & News.
McGILL, EARLE
ABC, MBS
McGILL, JERRY
CBS—Big Town.
McGILL, WALTER
NBC—Telephone Hour.
McGRAW, WALTER
NBC—Story to Order.
McLEOD, KEITH
NBC—Red Skelton.
McKNIGHT, TOM
ABC — New Adventures of Sherlock Holmes

— M —

MACK, DICK
CBS—Joan Davis Show.
MACK, HELEN
NBC—Date With July.
CBS—Let's Pretend.
MACK, HELEN
CBS—Bill Goodwin Show.
MACK, NILA
CBS—Let's Pretend.
MACK, NILA
CBS—Bill Goodwin Show.
MANSFIELD, IRVING
CBS—Talent Scouts.
MANSFIELD, JOSEPH
NBC—Katie's Daughter, Frank Merriwell.
MANSON, KEN
ABC—Zeke Manners.
MARCIN, MAX
CBS—FBI in Peace and War.
MARKLE, FLETCHER
CBS—Studio "1"
MARSHALL, WILLIAM
ABC—Boston Symphony, Metropolitan Opera.
MARTIN, DON C.
MARTINI, ROLAND
CBS—Sat. Night Serenade.

MASTERSON, JOHN
MAXWELL, JESSICA
MBS—Hop Harrigan, Adventure Parade.
MIDDLETON, GLEN
NBC—Amos and Andy.
MILLER, HAL
CBS—Music For You.
MITCHELL, BERT
ABC—Darts for Dough.
MONROE, BOB
MBS—High Adventure.
MORGAN, JAMES
MBS—Queen for a Day.
MORSE, CARLTON E.
NBC—One Man's Family.
MORTON, MAURICE
MBS—Meet Me at Parky's.
MOSS, BOB
NBC—Mel Torme Time.
MOSS, HERB
Hildegarde, Vox Pop
TAYLOR, GLENHALL
Fabulous Dr. Tweedy
Sherlock Holmes

— N —

NELSON, DOLPH
NBC—Art Van Damm Quartette.
NELSON, JOHN
NBC—Bride and Groom.
NYE, BOB
ABC—Jack Paar Show.

— O —

O'CONNOR, FRANK
NBC—Day in the life of Dennis Day.
O'KEEFE, LESTER
NBC—Big Break.
OCHS, ACE
CBS—Robert Q. Lewis Show.
O'DONNELL, GEORGENE
CBS—Hint Hunt.
OWEN, FORREST
CBS—Lum 'n Abner.

— P —

PAPP, FRANK
NBC—Eternal Light.
PEMBERTON, MURDOCK
ABC—Texas Jim Robertson.
PHILLIPS, CARL
CBS—Borden Program.
PHILLIPS, PAUL
NBC—Fitch Bandwagon.
CBS—Borden Family.
PIERCE, PAUL
CBS—Stars Over Hollywood.
PIERCE, SAM
CBS—Dick Haymes Show.
PITT, CY
ABC—Dorothy Kilgallen.
PITTMAN, FRANK
NBC—Fibber McGee & Molly.
POLESIE, HERB
CBS—It Pays To Be Ignorant.
POWERS, CHARLES
ABC—Henry Morgan Show, Dick Tracy, Famous Jury Trials.
PRAGER, BERT
CBS—Meet Corliss Archer.

— R —

REAGAN, NEIL
CBS—Dr. Christian.
REEG, LEONARD
ABC—I Deal in Crime.
REDD, ROBERT L.
NBC—Village Store.
REDDY, JOHN
ABC—Bride and Groom.
REDFORD, BILL
MBS—Hospitality Club.
REILLY, HOWARD
NBC—Fred Allen.
RICCA, ERNEST
CBS—Romance of Helen Trent, Strange Romance of Evelyn Winters.
MBS—Real Stories.
RICHARDS, ARTHUR
NBC—Story Shop.
RIMES, JOE
NBC—Judy Canova.
RIPLEY, JOSEPH
CBS—Hour of Charm.
ROBERTSON, LARRY
ABC—Sunset Roundup, Collins Calling.
ROBERTSON, MAURICE
NBC—Sports Newsreel.
ROBSON, WILLIAM N.
CBS—Doorway to Life, Hawk Larabee, Escape.
ROGERS, BEN
MBS—What the Veteran Wants to Know.
ROUNTREE, MARTHA
MBS—Meet the Press.
ROUSSEAU, BILL
ABC—Murder & Mr. Malone.
RUBIN, JACK
ABC—Break the Bank.

— S —

SACK, VICTOR
CBS—Grand Slam.
SANVILLE, RICHARD
CBS—Escape.
SAZ, HARRY
NBC—Kay Kyser.
SCANLON, WALTER
ABC—Hour of Faith, Johnny Thompson, Coffee Concerts.
SEACREST, CECIL
MBS—Tell Your Neighbor.
SEYDEL, VIC
MBS—Fishing and Hunting, Club of the Air.
SHAYON, LEWIS ROBERT
CBS—CBS Is There.
SINCLAIRE, JOAN
MBS—Leave It to The Girls.
SMITH, BEVERLY
CBS—Second Mrs. Burton.
SOMERVILLE, WARREN
ABC—Woman of Tomorrow, George Hicks.
SOUVAINE, HENRY
MBS—A. L. Alexander's Mediation Board.
SPEARS, HARRY
CBS—Double or Nothing.
SPIER, WILLIAM
CBS—Adventures of Sam Spade, Suspense.
STAHL, MYRTLE
MBS—Northwestern Reviewing Stand.
STANFORD, ANTONY
NBC—Duffy's Tavern.
STEEL, BILL
CBS—Aunt Jenny.
STEEL, ROBERT
CBS—Aunt Jenny's Real Life Stories.
STEEN, BOB
ABC—Joe Hasel.
STEPHENSON, BOB
NBC—Bob Hope.
STEVENS, GARY
MBS—Twenty Questions, Luncheon at Sardi's.
STEWART, HARRY
ABC—Lassie Show.
SULDS, IRVIN P.
MBS—American Forum of the Air.
SWEETS, BILL
ABC—Gang Busters, Counterspy.
SWEETSER, NORMAN
NBC—Just Plain Bill.

— T —

TELFORD, FRANK
NBC—Molle Mystery Theater.
TEMPLETON, BILL
MBS—Your Land and Mine.
THOMPSON, JOE
ABC—Jimmie Fidler.
TODMAN, BILL
Winner Take All (CBS).
VAIL, LESTER
NBC—Aldrich Family
TOLL, TED
ABC—Ernie Felice Quartet, Betty Russell Sings.
TRACY, STERLING
CBS—Sweeney & March.
TYLER, JACK
CBS—Ed Murrow and News.

— U —

URQUHART, CHARLES
NBC—Right to Happiness, Road to Life.

— V —

VAN HARTESFELDT, FRAN
NBC—Great Gildersleeve.
VAN NOSTRAND, JACK
ABC—Mayor of the Town.
VELOTTA, THOMAS
ABC—Gillette Fights.
VICTOR, TOM
MBS—Gabriel Heatter.
VINCENT, CHICK
NBC—Pepper Young's Family.
VOUTSAS, GEORGE
NBC—RCA Victor Show.
VOUTSAS, GEORGE
NBC—Honeymoon in N. Y.

— W —

WARBURTON, CHARLES
ABC—My True Story.
WARD, AL
CBS—American School of the Air, Theater of Romance.
WEIHE, FRED
NBC—Backstage Wife.
WEIST, GEORGE
ABC—Paul Whiteman Club.
WELLINGTON, JOHN
MBS—Song of the Stranger.
WHALEY, BERT
NBC—Whitey Berquist & Ork.
WHITE, CHARLES
NBC—Bob Hawk Show.
WILKINSON, JOHN
ABC—Sheriff.
WOLFE, EDWIN
CBS-NBC—Ma Perkins.
WRIGHT, WYNN
MBS—Official Detective, Stephen Graham Family Doctor.

— Y —

YOUNG, DAVE
MBS—Family Theater.
YOUNG, RUSS
CBS—Adventurer's Clubs.

— Z —

ZACHARY, GEORGE
NBC—Ford Theater.
ZOLLER, JACK
NBC—Cavalcade of America.

Home Economics Directors

of Stations in the United States

Alabama

Herzfeld, Helene.....WRFS, Alexander City
Copeland, Mrs. Leo.....WAPI, Birmingham
Brown, Tee.....WBRC, Birmingham
Allen, Mrs. Evelyn.....WTNB, Birmingham
Barney, Charolett.....WKLF, Clanton
Blank, Jene.....WDIG, Dothan
Bigley, Wilma.....WJOI, Florence
Lindsey, Pauline.....WKAB, Mobile
Doyle, Elaine (Mrs.).....WKRG, Mobile
Adams, Carol.....WCOV, Montgomery
Hall, Martha.....WMGY, Montgomery
Mahoney, Esther.....WSFA, Montgomery
Stack, Imogene.....WLAY, Muscle Shoals
Davis, Anne.....WJHO, Opelika
Martin, Sarah.....WHTB, Talladega
Stout, Janette.....WTBF, Troy

Arizona

Brezie, Edna M.....KAWT, Douglas
Rowley, Joyce.....KTYL, Mesa
Kent, Marie.....KOY, Phoenix
Bentley, Elaine.....KTAR, Phoenix
Bowen, Marjorie.....KGLU, Safford
Jorgensen, Mary Elizabeth.....KYUM, Yuma

Arkansas

Godwin, Mary Jean.....KAMD, Camden
Craig, Martha.....KELD, El Dorado
Forster, Bobbie H.....KXLR, North Little Rock
Shaw, Mary.....KUOA, Siloam Springs

California

Watkins, Ellen.....KAFY, Bakersfield
Coffland, Lillian.....KWTC, Barstow
Arble, Mimi.....KROP, Brawley
Seifert, Evelyn.....KHUM, Eureka
Wilson, Betts.....KIEM, Eureka
Jones, Pauline Edwards.....KMJ, Fresno
Brown, Leona.....KGFN, Grass Valley
Langman, Sara.....KFWB, Hollywood
Gibson, Bonnie.....KREO, Indio
Cook, Irene.....KGER, Long Beach
Schram, Violet.....KFVD, Los Angeles
Sherman, Jack.....KFVD, Los Angeles
Young, Norma.....KHJ, Los Angeles
Lee, Marion.....KXLA, Los Angeles
Higbee, Hilda.....KTRB, Modesto
Dewsnup, Evelyn.....KWBR, Oakland
Haynes, Frances.....KPRL, Paso Robles
Scott, Betty.....KTIP, Porterville
Murphy, Carol.....KBLF, Red Bluff
Levoy, Lee.....KSBW, Salinas
Harder, Kathryn Stearn..KFXM, San Bernardino
Alvey, Betty.....KITO, San Bernardino
Bradley, Shirley.....KFMB, San Diego
Canedy, Elinor.....KSDJ, San Diego
Johnson, Dorothy.....KSON, San Diego
Martin, Josephine.....KFRC, San Francisco
Holden, Ann.....KGO, San Francisco
Rankin, Dorothy.....KNBC, San Francisco
Stewart, Faye.....KSFO, San Francisco
Thompson, Ruth.....KYA, San Francisco
Hart, Tulsa.....KEEN, San Jose
Stuart, Mary Lou.....KSJO, San Jose
Freeman, Betti Cile.....KVSM, San Mateo
Gregory, Barbara.....KTIM, San Rafael
McGee, Barbara.....KIST, Santa Barbara
Barnes, Harriet.....KSRO, Santa Rosa
Wagner, Kay.....KWG, Stockton
Woods, Wanda.....KCOK, Tulare
Nunn, Marguerite.....KGYW, Vallejo

Colorado

Roulston, Ros.....KBOL, Boulder
Forcum, Beth.....KRDO, Colorado Springs
Studer, Marjorie.....KVOR, Colorado Springs
Carson, Sue.....KLZ, Denver
Hammersley, Evadna.....KOA, Denver
Allen, Carla.....KIUP, Durango
Greene, Shirley.....KCOL, Fort Collins
Rose, Helen.....KFXJ, Grand Junction
Sylvester, Elda Mae.....KFKA, Greeley
Mason, Lee.....KCSJ, Pueblo
Cimino, Leona.....KSFT, Trinidad

Connecticut

"Liz".....WLIZ, Bridgeport
O'Brien, Jean.....WNAB, Bridgeport
Gibson, Claire.....WONS, Hartford
Colbert, Jean.....WTIC, Hartford
Julianelle, Pat.....WAVZ, New Haven
Porter, Jeanne.....WELI, New Haven
DiFant, Mary.....WNHC, New Haven
Dolittle, Ruth.....WNHC, New Haven
Bruce, Kay.....WNOC, Norwich
Sturdy, Bess.....WLCR, Torrington
Hurlburt, Miriam.....WATR, Waterbury
Clark, Fay.....WBRY, Waterbury
Doyle, Betty.....WWCO, Waterbury

Delaware

Day, Doreen.....WARS, Wilmington
Price, Marjorie.....WILM, Wilmington

District of Columbia

Crane, Ruth.....WMAL, Washington
Sexton, Marian.....WOL, Washington
Lane, Alice.....WOOK, Washington
Foreman, Mairi.....WQQW, Washington
Osgood, Nancy.....WRC, Washington
Holly, Clover.....WTOP, Washington
Lee, Elinor.....WTOP, Washington

Florida

Ladine, Mary.....WCLE, Clearwater
Silver, Marjorie B.....WIRA, Ft. Pierce
Edwards, Helen.....WRUF, Gainesville
Moss, Joyce.....WJHP, Jacksonville
Daly, Anne.....WPDQ, Jacksonville
Dalbo, Biggo.....WDSR, Lake City
Flynn, Jean.....WLAK ,Lakeland
Scarborough, Marjorie.....WLBF, Leesburg
Butler, Jane.....WGBS, Miami
Walterman, Jean.....WKAT, Miami Beach
Carter, Mary Lucille.....WMBM, Miami Beach
Aiken, Helen.....WTMC, Ocala
Ward, Jane.....WDBO, Orlando
Smith, Ruth.....WHOO, Orlando
Bryant, Patricia.....WORZ, Orlando
Fleming, Rosemary.....WBSR, Pensacola
Morris, Callie.....WCOA, Pensacola
McCall, Betty Jo.....WWPF, Palatka
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30 Rockefeller Plaza.....CIrcle 7-5666

Batchelor Enterprises, Inc.
30 Rockefeller Plaza.....CIrcle 6-4224

Becker Adv. Service, V. S.
562 Fifth Ave.....CIrcle 7-2800

Bentham, M. S.
48 West 48th St.....BRyant 9-1227

Bestry, Harry
1776 Broadway.....CIrcle 6-7094

Bloom, Joseph
19 West 44th St.....VAnderbilt 6-5080

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....MUrray Hill 2-6244

Brooks, Ted
134 E. 57th St.....PLaza 9-1344

Brown, Chamberlain
145 W. 45th St.....BRyant 9-8480

Century Artists, Ltd.
38 E. 57th St.....PLaza 3-1030

Chapman, Bruce & Co.
145 West 41st St.....WIsconsin 7-9244

Chase, Cleveland B., Inc.
424 Madison Ave.....ELdorado 5-1720

Collins, Ted
1819 Broadway.....CIrcle 7-0094

Coe Associates, Robert
366 Madison Ave.....VAnderbilt 6-3417

Columbia Concerts, Inc.
113 W. 57th St.....CIrcle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580

Cooper, Frank
521 Fifth Ave.....VAnderbilt 6-5661

Crosby, Everett, Ltd.
1270 Sixth Ave.....CIrcle 6-3860

DeGroot Consultants, Inc., Roy
10 East 40th St.....LExington 2-6140-1

Downey, Wallace, Inc.
1819 Broadway.....CIrcle 6-6646

Dube, Harry S.
1270 Sixth Ave.....COlumbus 5-7035

Ebbins, Milt
1270 Sixth Ave.....CIrcle 7-2160

Evans, George B.
1775 Broadway.....CIrcle 6-2765

Evans & Salter
113 W. 57th St.....CIrcle 7-6900

Fadiman Associates, L. H.
1501 Broadway.....LAckawanna 4-3544

Fanchon & Marco, Inc.
1501 Broadway.....CHickering 4-3956

Fenton, Mildred
1501 Broadway.....CHickering 4-8240

Fields, Freddie
1270 Sixth Ave.....CIrcle 7-3025

Frederick Bros. Artists Corp.
1270 Sixth Ave.....CIrcle 6-2144

Gale, Inc.
48 W. 48th St.....LOngacre 3-0350

Getts, Clark H.
430 Park Ave.....PLaza 8-0190

Gibbs & Co., John E.
9 Rockefeller Plaza.....COlumbus 5-4888-9

Glaser, Joe, Inc.
745 Fifth Ave.....PLaza 5-0078

Goodman, Marty
400 Madison Ave.....PLaza 9-3272

Greshler, Abner J.
1270 Sixth Ave.....CIrcle 7-3025

Haensel & Jones
113 W. 57th St.....CIrcle 7-6900

Hahlo, Sylvia
711 Fifth Ave.....PLaza 3-0820

Hanna, Mark
654 Madison Ave.....REgent 4-6250

Hayward, Leland, Inc.
444 Madison Ave.....ELdorado 5-4100

Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076

Hurok Attractions, Inc.
711 Fifth Ave.....PLaza 3-0820

International Artists Corp.
420 Madison Ave.....PLaza 9-7490

Karn, Estella H.
49 West 45th St.....VAnderbilt 6-3860

Kaufman, Jesse L., Inc.
1841 Broadway.....COlumbus 5-2050

Kerr, Bob
1270 Sixth Ave.....COlumbus 5-8051

Leddy, Mark J.
48 W. 48th St.....BRyant 9-1631

Lengel, William C., Literary Associates
1501 Broadway.....LOngacre 3-2800

Liebling-Wood
551 Fifth Ave.....VAnderbilt 6-3714

Lipset, Ben B., Inc.
1350 Broadway .....CHickering 4-2466

Lyons, A. & S., Inc.
515 Madison Ave.....PLaza 3-5181

Management Corp. of America
745 Fifth Ave.....WIckersham 2-8900

Metro Artist Bureau
730 Fifth Ave.....CIrcle 6-8470

Michaud, A. T.
1619 Broadway.....CIrcle 7-4064

Mindling, Lou
113 West 57th St.....CIrcle 5-5370

Morris, William, Agency
1270 Sixth Ave.....CIrcle 7-2160

Moses, John, Inc.
730 Fifth Ave.....CIrcle 6-2677

Music Corporation of America
745 Fifth Ave.....WIckersham 2-8900

National Concert & Artists Corp.
711 Fifth Ave.....PLaza 3-0820

National Radio & Theatrical Bureau
1650 Broadway .....COlumbus 5-7131

North, Meyer B.
1564 Broadway .....BRyant 9-6847

O'Connor, Johnny
1697 Broadway.....CIrcle 6-3500

Okun, Lilian, Inc.
2 West 67th St.....TRafalgar 7-8916

Oxley, Harold
424 Madison Ave.....ELdorado 5-3500

Peters, Dell
521 Fifth Ave.....VAnderbilt 6-1750

Popular Concerts Guild
1270 Sixth Ave.....COlumbus 5-8051

Pratt, Ben
332 East 50th St.....PLaza 3-6394

Richards Agency, Max
1776 Broadway .....CIrcle 7-4074-5

Romm, Harry A., Inc.
1270 Sixth Ave.....CIrcle 7-7543

Roth, Allen
48 W. 48th St.....LOngacre 3-3836

Rubinoff Enterprises
1501 Broadway .....LAckawanna 4-7147

Salkow Agency
366 Madison Ave.....MUrray Hill 2-6119

Myron Selznick & James L. Saphier & Co.
610 Fifth Ave.....CIrcle 7-6200

Shank, Mary L.
9 Rockefeller Plaza.....COlumbus 5-1332

Shurr, Louis
1501 Broadway.....CHickering 4-8240

Small, Franklin H.
Hotel Abbey .....CIrcle 6-9400

Souvaine, Henry, Inc.
30 Rockefeller Plaza.....CIrcle 7-5666

Special Attractions, Inc.
48 W. 48th St.....BRyant 9-2030

Stanley, Aileen
1619 Broadway.....COlumbus 5-9025

Stark, Wilbur
551 Fifth Ave.....MUrray Hill 7-6320

Storer, Douglas F.
1270 Sixth Ave.....CIrcle 7-6325

Tyro Productions
1697 Broadway .....COlumbus 5-3737

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza .....CIrcle 7-2620

Vallon, Mike
1270 Sixth Ave.....CIrcle 7-0162

Waible, Fred
270 Park Ave.....PLaza 8-0344

Weber, Edwin
156 West 44th St.....BRyant 9-6624

Wilson, Roy (Wilson, Powell & Hayward)
444 Madison Ave.....PLaza 9-4961

Wolf Associates, Inc.
420 Madison Ave.....PLaza 5-7620

Yost, Ben, Inc.
1650 Broadway.....CIrcle 6-6533

☆ *LOS ANGELES* ☆

Allen, Larry, Inc.
6381 Hollywood Blvd.....HEmpstead 0421

American Federation of Radio Artists
6331 Hollywood Blvd.....HIllside 5125

Barry, Vy
1707 Hudson Avenue.....HOllywood 3636

Bascou, Gene
6404 Hollywood Blvd.....HOllywood 5827

Berg, Phil,—Allenberg, Bert, Inc.
121 S. Beverly Dr., B. H....CRestview 6-3131

Bergerman & Co., Stanley
9629 Brighton Way (B. H.).CRestview 6-3196

Bernie, Herman
208 S. Beverly Dr., (B. H.)..CRestview 5-0117

Bloom Agency, Phil
8506 Sunset Blvd., (L. A.)..CRestview 1-3353

Blum Corp., Ralph
9441 Wilshire Blvd., (B. H.).CRestview 1-9833

Blum Business Administration, Myrt T.
360 N. Camden Dr., (B. H.)..CRestview 6-7071

Browne, Flo-Grippo, Jan
1540 Hillhurst .....NOrmandie 2-8111

Crosby, Everett N.
9028 Sunset Blvd.....CRestview 1-1171

Columbia Concerts, Inc.
6636 Hollywood Blvd.....HEmpstead 5316

Dolan & Co., Ken
1556 North Wilcox Ave.....HOllywood 3558

Doane, James
6331 Hollywood Blvd.....HIllside 5159

Famous Artists Corp.
9441 Wilshire Blvd., (B.H.).CRestview 1-5222

Frank, Inc., George
1626 N. Vine Street.....HIllside 3188

Frederick Bros. Artists Corp.
8584 Sunset Blvd.....CRestview 1-6244

Frings Agency, Kurt
468 N. Camden Dr., (B. H.)..CRestview 1-8252

General Artists Corp.
9028 Sunset Blvd.....CRestview 1-8101

Garland, Charles
204 S. Beverly Dr., (B.H.)...Crestview 1-7357

Gear, Bruce
247 S. Beverly Dr., (B. H.)..Crestview 5-3035

Goldstone, Jules C.
9118 Sunset Blvd.....CRestview 5-1191

Goldstone, Nat
9121 Sunset Blvd.....Crestview 6-1071

Hamilburg, Mitchell J.
8780 Sunset Blvd.....CRestview 5-5108

Herdan-Sherrill
9157 Sunset Blvd.....CRestview 1-5236

Herzbrun, Walter
9000 Sunset Blvd.....CRestview 6-4157

Hic Enterprises, Don
6404 Hollywood Blvd.....HOllywood 4869

Jaffe, Sam
8553 Sunset Blvd.....CRestview 6-6121

Irwin, Lou
9134 Sunset Blvd.....CRestview 1-7131

Kane, Walter
8584 Sunset Blvd.....CRestview 6-2396

Kempner, Inc., Alex
8611 Sunset Blvd.....CRestview 5-0104

Kohner, Inc., Paul
9169 Sunset Blvd.....CRestview 1-5165

Kramer Agency, Earl
204 S. Beverly Dr., (B. H.)..CRestview 6-2338

Levee, M. C.
119 S. Beverly Dr., (B. H.)..CRestview 1-5781

Levee-Short
9441 Wilshire Blvd., (B. H.).CRestview 5-8340

Lyons, Inc., A. & S.
356 N. Camden Dr., (B. H.)..CRestview 1-6131

MacQuarrie Agency
8506 Sunset Blvd.....CRestview 6-7162

Marshall, Reg. D.
6671 Sunset Blvd.....HOllywood 8238

MCA Artists, Ltd.
9370 Santa Monica (B. H.)..CRestview 6-2001

Monter-Gray-Shor
8736 Sunset Blvd.....CRestview 1-1191

Morris Agency, Wm.
202 No. Canon Dr., (B. H.).CRestview 1-6161

National Concert & Artists Corp.
9059 Sunset Blvd.....CRestview 1-7121

Polan & Rosenberg
451 N. La Cienega Blvd.....CRestview 1-1800

Radio Artists Agencies
366 N. Camden Dr.....CRestview 5-6787

Radio Registry
1519 Cross Roads of the World..HIllside 8321

Rush, Inc., Art
Sunset & Vine.....HIllside 5161

Salkow Agency, The
9119 Sunset Blvd.....CRestview 1-9134

Saphier, James L.
0538 Brighton Way, (B. H.).CRestview 1-7231

Shurr, Louis
37 N. Rodeo Dr., (B. H.)...CRestview 1-1116

Small Co., The
8272 Sunset Blvd.....HOllywood 2722

Sherman, Edward
8533 Sunset Blvd.....CRestview 5-0186

Snitzer, Lou-Fritschi, Al, Inc.
6404 Hollywood Blvd.....HOllywood 6271

Somlyo Agency, E. T.
242 N. Canon Dr. (B. H.)..CRestview 6-2042

Stempel-Olenick Agency
717 N. La Cienega Blvd.....CRestview 1-7141

United Management Corp.
746 N. La Cienega Blvd....CRestview 6-6194

Volck, Inc., A. George
9441 Wilshire Blvd., (B. H.).CRestview 6-3121

Winkler Agency, D. M.
9470 Santa Monica, (B. H.)..CRestview 1-7244

Wendling Agency, Chas.
9156 Sunset Blvd.....CRestview 6-2348

CHICAGO

Norman Alexandroff Artists' Bureau
410 S. Michigan Ave.....WABash 6761

Benn Theatrical Agency
64 West Randolph St.....DEArborn 6850

Brown, Vic
221 N. LaSalle St.....STAte 3310

Colored Radio Artists Assn.
3458 S. State St.....VICtory 7917

Columbia Concerts, Inc.
Wrigley Bldg. .....SUPerior 2542

Consolidated Radio Artists of Ill.
32 W. Randolph St.....FRAnklin 8300

Ellsworth, W. M.
75 East Wacker Drive.....CENtral 0942

Frederick Bros. Artists Corp.
75 E. Wacker Drive.....STAte 0003

General Artists Corp.
360 N. Michigan Ave.....STAte 6288

Gumbiner Management Co.
120 S. LaSalle St.....STAte 0248

Herman, Sam
54 W. Randolph St.....STAte 2147

Jack & Jill Players Radio Artists Co.
180 E. Delaware St.....DELaware 7334

Levin, W. Biggie
612 N. Michigan Ave.....SUPerior 0506

Lutz, Estelle, Artists Bureau
25 E. Jackson.....HARrison 3435

Morris, William, Agency
203 N. Wabash Ave.....STAte 3632

Morse, Sidney P.
64 E. Lake St.....ANDover 2878

Music Corporation of America
430 N. Michigan Ave.....DELaware 1100

National Concert & Artists Corp.
222 W. No. Bank St.....SUPerior 4042

North, Stanley
25 E. Jackson.....WAbash 5595

Parks, James & Co.
333 N. Michigan Ave.....CENtral 7980

Schuster, Milton
127 North Dearborn.....DEArborn 3633

WLS Artists Bureau
120 W. Washington Blvd.....MONroe 9700

PROGRAMS

Commercially Sponsored

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Title

•

Advertiser and Product

•

Network

•

Advertising Agency

•

Co-operative

Complete Listing of Major Networks — Commercial Programs of 1947 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1947. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
James Abbe	**Peter Paul** Mounds, Almond Joy, Walnettos, Choclettos, Peter Paul Charcoal Gum	ABC—PC	Brisacher, Van Norden & Staff, Inc.
James Abbe Observes	**Fisher Flouring Mills** Fisher's Cereal & Flour Products	ABC—PC	Pacific National Adv. Agency
Abbott & Costello	**R. J. Reynolds Co.** Camel Cigarettes	NBC	William Esty & Co., Inc.
Abbott Mysteries	**Helbros Watch Co.** Helbros Watches	MBS	William H. Weintraub & Co. New York
Lee Adams—Narrator	**Omnibook Corp.** Omnibook Magazine	CBS	Schwab & Beatty, Inc.
Adventures' Club	**W. A. Sheaffer Pen Co.** Pens, Pencils, Skrip & Leads	CBS	Russel M. Seeds Co., Inc.
The Adventures of Archie Andrews	**Swift & Co.** Meat Products	NBC	J. Walter Thompson Co.
Adventures of Charlie Chan	**Pharmaco Inc.** Chooz	MBS	Ruthrauff & Ryan, Inc.
Adventures of Ozzie & Harriet	**International Silver Co.** Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Adventures of Philip Marlowe	**Lever Bros. Co.** Pepsodent	NBC	Foote, Cone & Belding, Inc.

Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of the Falcon	American Safety Razor Corp. Gem Razors & Blades	MBS	Federal Advertising Agency Inc. New York
Adventures of the Thin Man	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
The Affairs of Ann Scotland	Raymond Laboratories, Inc. & Hudnut Sales Co. Richard Hudnut Cosmetics, Rayve Creme Shampoo	ABC	Roche, Williams & Cleary, Inc.
Carroll Alcott, News	Campbell Soup Co. All Products	CBS—PC	Ward Wheelock Co.
Aldrich Family	General Foods Corp. Jello Puddings	NBC	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Corp. Gillette Blades & Razors	MBS	Maxon, Inc. New York
All-Star Football Games	Wilson Sporting Goods Co. Sports Equipment	MBS	Ewell & Thurber Assoc. Chicago
The Fred Allen Show	Standard Brands, Inc. Shefford Cheese, Tender Leaf Tea	NBC	J. Walter Thompson Co.
The Fred Allen Show	Ford Motor Car Co. Ford Automobiles	NBC	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
American Forum	Pilot Radio F. M. Radios	MBS	Grey Adv. Agency, Inc.
American Melody Hour	Sterling Drug Inc. Bayer Aspirin & Dr. Lyons Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Food	MBS	Weston-Burnett Chicago
Amos 'n Andy	Lever Bros. Co. Rinso	NBC	Ruthrauff & Ryan Inc.
Armstrong Theater of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Arthur's Place	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Jan August	Revere Camera Co. Cameras	MBS	Roche, Williams & Cleary Inc. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Aunt Jenny	Lever Bros. Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Safeway Stores, Inc. Kitchen Craft Flour	NBC	J. Walter Thompson Co.
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.

B

Baby Snooks Show with Fanny Brice	General Foods Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
Back to God Hour	Christian Reform Church Religious Talks	MBS	Evans Associates Chicago
Backstage Wife	Sterling Drug Co. Dr. Lyon's Tooth Powder, Energine Cleaning Fluid	NBC	Dancer, Fitzgerald & Sample, Inc.
Jim Backus Show	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc.
Kenny Baker Show	Procter & Gamble Co. Crisco, Ivory Snow	ABC	Compton Adv. Inc. Benton & Bowles, Inc.
Fred Beck—Commentary	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS—PC	Wade Advertising Agcy.
Joseph Beirne	National Federation of Telephone Workers Institutional	MBS	Direct
Belmont Stakes	Gillette Safety Razor Co. All Products	CBS	Maxon, Inc.
Jack Benny	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
The Milton Berle Show	Phllip Moris & Co., Ltd. Phiiip Morris	NBC	Biow Co.
The Best Things in Life	American Federation of Labor Combat Taft-Hartley Bill	MBS	Furman, Feiner & Co., Inc. New York
Beulah Show	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

Bible Institute	**Bible Institute of Los Angeles** Religious Talks	**MBS**	**Broadcast Advertising Co.** Los Angeles
The Big Break	**Adam Hat Stores** Hats & Men's Haberdashery	**NBC**	**Biow Co., Inc.**
Big Sister	**Procter & Gamble Co.** Ivory Soap	**CBS**	**Compton Adv., Inc.**
The Big Story	**American Cigarette & Cigar Co.** Pall Mall Cigarettes	**NBC**	**Foote, Cone & Belding Inc.**
Big Town	**Sterling Drug Inc., Centaur Co. Div.** Ironized Yeast, Phillips Milk of Magnesia Tablets	**CBS**	**Pedlar & Ryan, Inc.**
Mel Blanc Show	**Colgate-Palmolive-Peet Co.** Colgate Tooth Powder, Halo Shampoo	**CBS**	**Sherman & Marquette, Inc.**
Martin Block Show	**R. B. Semler Co., Inc.** Kreml Shampoo & Hair Tonic	**MBS**	**Erwin, Wasey & Co.** New York
Blondie	**Colgate-Palmolive-Peet Co.** Super Suds	**CBS**	**Wm. Esty & Co., Inc.**
Blue Ribbon Music Time	**Pabst Sales Co.** Pabst Blue Ribbon Beer	**NBC**	**Warwick & Legler**
Bob and Victoria	**Safeway Stores, Inc.** All Products	**CBS**	**Ruthrauff & Ryan, Inc.**
Borden Program with Mark Warnow's Orch. & Chorus	**The Borden Co.** All Products	**CBS**	**Kenyon & Eckhardt, Inc.**
Victor Borge Show	**Socony-Vacuum Oil Co.** Oil & Gasoline	**NBC**	**Compton Adv., Inc.**
Boston Symphony	**John Hancock Mutual Life Insurance Co.** Insurance	**ABC**	**Batten, Barton, Durstine & Osborn, Inc.**
Eddie Bracken Show	**Texas Co.** Texaco Products	**CBS**	**Buchanan & Co., Inc.**
Break The Bank	**Bristol-Myers Co.** Mum, Sal Hepatica & Minit Rub, Ipana & Vitalis	**ABC**	**Doherty, Clifford & Shenfield**
Breakfast Club	**Kay Daumit, Inc.** Lustre Cream Shampoo	**ABC**	**Hill Blackett & Co.**
Breakfast Club	**Philco Corp.** Rrefrigerators, Radios & Freezers	**ABC**	**Hutchins Advertising Co., Inc.**
Breakfast Club	**Swift & Co.**	**ABC**	**J. Walter Thompson Co.**
Breakfast Club	**Toni Co.** Toni Home Permanent Wave & Toni Shampoo	**ABC**	**Foote, Cone & Belding**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Tom Breneman's Breakfast in Hollywood	**Kellogg Co.** Pep, All Bran	ABC	Kenyon & Eckhardt, Inc.
Tom Breneman's Breakfast in Hollywood	**Procter & Gamble Co.** Ivory Flakes	ABC	Compton Adv., Inc.
Bride & Groom	**Sterling Drug Inc.** Phillip's Toothpaste & Tablets, Mulsified Shampoo, Dr. Lyon's Tooth Powder, Bayer Aspirin, Energine Cleaning Fluid, Campo-Pehnique, Ayer's Pectoral, Fletcher's Castoria & others	ABC	Dancer-Fitzgerald-Sample, Inc.
Cecil Brown	**Murine Co., Inc.** Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc. Chicago
Buck Rogers	**General Foods Sales Corp.** Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York
Bulldog Drummond	**American Transit Association** Transportation	MBS	Owens & Chappell, Inc. New York
Bob Burns	**American Home Products Corp.** Kolynos, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles
Burns & Allen	**General Foods Corp.** Maxwell House Coffee	NBC	Benton & Bowles, Inc.
By Popular Demand	**Conti Products, Inc.** Conti Shampoo & Soap	MBS	Bermingham, Castleman & Pierce, Inc. New York

C

California Caravan	**California Medical Assoc.** Insurance—Hospitalization & Physician's Service	ABC—PC	Lockwood-Shackelford Adv.
Call of the Range	**Grove Laboratories, Inc.** Cold Tablets	CBS—PC	Duane Jones Co., Inc.
Call the Police	**Lever Bros. Co.** Rinso	NBC	Ruthrauff & Ryan, Inc.
Ned Calmer & the News	**Luden's Inc.** All Products	CBS	J. M. Mathes, Inc.
Ned Calmer & the News	**Parker Pen Co.** Quink	CBS	J. Walter Thompson Co.

Campbell Room with Hildegarde	**Campbell Soup Co.** All Products	CBS	Ward Wheelock Co.
Can You Top This?	**Colgate-Palmolive-Peet Co.** Shave Cream	NBC	Ted Bates, Inc.
Judy Canova Show	**Colgate-Palmolive-Peet Co.** Halo Shampoo & Supersuds	NBC	Ted Bates, Inc.
Judy Canova Show	**Colgate-Palmolive-Peet Co.** Halo Shampoo & Supersuds	NBC	Sherman & Marquette, Inc.
The Eddie Cantor Show	**Pabst Sales Co.** Pabst Blue Ribbon Beer	NBC	Warwick & Legler
Captain Midnight	**Wander Co.** Ovaltine	MBS	Hill Blackett & Co. Chicago
Hoagy Carmichael Sings	**Luden's, Inc.** Fifth Ave. Candy Bar	CBS	J. M. Mathes, Inc.
Carnation Contented Hour	**Carnation Co.** Evaporated Milk	NBC	Erwin Wasey & Co. Ltd.
Jack Carson Show	**Campbell Soup Co.** Soups	CBS	Ward Wheelock Co.
Casebook of Gregory Hood	**Petri Wine Co.** Petri Wine	MBS	Young & Rubicam New York
Casey, Crime Photographer	**Anchor Hocking Glass Co.** Anchorglass, Fire King Ovenglass	CBS	Wm. E. Weintraub & Co., Inc.
Cavalcade of America	**E. I. DuPont de Nemours & Co. Inc.** Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Champion Roll Call	**Champion Spark Plug Co.** Spark Plugs	ABC	MacManus, John & Adams, Inc.
Checkerboard Jamboree	**Ralston-Purina Co.** Cereal Foods	MBS	Gardner Ad. Co. St. Louis
Chesterfield Supper Club	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Chicago Theater of the Air	**Chicago Tribune** Centennial Celebration	MBS	Direct
Christian Sience Monitor Views the News	**Christian Science Publishing Soc.** Christian Science Monitor	ABC	H. B. Humphrey Co.
Club 15 with Bob Crosby	**Campbell Soup Co.** Franco-American Spaghetti	CBS	Ward Wheelock Co.
Circle Arrow Show	**Western Auto Supply Co.** Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cities Service Highways in Melody	**Cities Service Co.** Gas & Oil	NBC	Foote, Cone & Belding, Inc.
Upton Close	**National Economic Council Inc.** Institutional	MBS	Jim Duffy Co. Chicago
Club Time	**Club Aluminum Products** Aluminum Household Utensils	ABC	Trade Development Corp.
Charles Collingwood—News	**Household Finance Corp.** Personal Loans	CBS—PC	LeVally, Inc.
Counterspy	**Schutter Candy Co. Div. Universal Match.** Schutter Candies—Old Nick, Bit o' Honey	ABC	Schwimmer & Scott Adv. Agency Kaplan & Bruck
County Fair	**The Borden Co.** Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Doctor	**Philip Morris & Co. Ltd., Inc.** Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crimes of Carelessness	**National Board of Fire Underwriters** Fire Insurance	MBS	MacFarland Aveyard & Co. New York
Betty Crocker Magazine of the Air	**General Mills** Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	ABC	Dancer, Fitzgerald-Sample, Inc.
Bing Crosby	**Philco Corp.** Radio & Refrigerators	ABC	Hutchins Adv. Co., Inc.
Curtain Time	**Mars Inc.** Candy	NBC	Grant Adv., Inc.
Betty Crocker	**General Mills, Inc.** Softasilk Cake Flour	NBC	Knox-Reeves, Inc.

D

The D & H Miners	**Hudson Coal Co.** Coal	NBC	The Clements Co., Inc.
Stella Dallas	**Sterling Drug Co.** Phillips Milk of Magnesia Tablets, Double Danderine	NBC	Dancer, Fitzgerald & Sample, Inc.

Danger, Dr. Danfield	**Knox Co.** Cystex & Mendaco	**ABC**	**Robert B. Raisbeck Agency**
Dark Venture	**Wildroot Co.** Wildroot Creme Oil	**ABC—PC**	**Batten, Barton, Durstine & Osborn, Inc.**
Darts for Dough	**Dr. Pepper Co.** Dr. Pepper (Carbonated Beverage)	**ABC**	**Tracy-Locke Co., Inc.**
A Date With Judy	**Lewis Howe Co.** Tums	**NBC**	**Roche Williams & Cleary Inc.**
David Harum	**B. T. Babbitt, Inc.** Bab-O	**CBS**	**Duane Jones Co., Inc.**
David Harum	**B. T. Babbitt** Bab-O Cleaner	**NBC**	**Duane Jones Co., Inc.**
Joan Davis Show	**Lever Bros. Co.** Swan Soap	**CBS**	**Young & Rubicam, Inc.**
A Day in the Life of Dennis Day	**Colgate-Palmolive-Peet Co.** Colgate Dental Cream, Lustre Cream	**NBC**	**Ted Bates, Inc.**
Dorothy Dix Program	**Union Pharmaceutical Co., Inc.** Saraka, Sutra, Artra Imra	**ABC—PC**	**Abbott Kimball Co., Inc.**
Dr. Christian	**Chesebrough Mfg. Co. Consolidated** Petroleum Jelly & Hair Tonic	**CBS**	**McCann-Erickson, Inc.**
Dr. I Q	**Mars, Inc.** Candy	**NBC**	**Grant Adv., Inc.**
Dr. Paul	**Safeway Stores, Inc.** Dwight Edwards Coffee	**NBC**	**J. Walter Thompson Co.**
Doctors Talk It Over	**American Cyanamid Co.** Pharmaceuticals & Biologicals	**ABC**	**Hazard Advertising Co.**
Don't You Believe It	**Forty-Two Products, Ltd.** "42" Oil Shampoo or "42" Hair Oil Tonic	**ABC—PC**	**Brisacher, Van Norden & Staff**
Dorothy Fuldheim	**Brotherhood of Railroad Trainmen** Institutional	**ABC**	**Wm. Von Zehle & Co.**
Double or Nothing	**Campbell Soup Co.** Soups	**CBS**	**Ward Wheelock Co.**
Morton Downey	**Coca Cola Co.** Coca Cola	**MBS**	**D'Arcy Adv. Co., Inc.** New York
Alex Dreier	**Skelly Oil Co.** Petroleum Products	**NBC**	**Henri, Hurst & McDonald, Inc.**
The Drene Show	**Procter & Gamble Co.** Drene & Dreft	**NBC**	**Kastor-Farrell Chesley & Clifford**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Eddy Duchin	R. B. Semler, Inc. Kreml Hair Tonic, Kreml Shampoo	ABC	Erwin Wasey & Co., Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana	NBC	Young & Rubicam
The Jimmy Durante Show	Rexall Drug Co. Rexall Drugs	NBC	N. W. Ayer & Son, Inc.
Durante-Moore Show	Rexall Drug Co. All Products	CBS	N. W. Ayer & Son, Inc.

E

Easy Does It	Hershel California Fruit Products Co. Contadino Tomato Paste	MBS	E. F. Brown Advertising Co. Philadelphia
Edwin C. Hill	Wesson Oil & Snowdrift Co. Wesson Oil, Snowdrift Shortening	ABC	Kenyon & Eckhardt, Inc.
Eight O'Clock News	Peter Paul Inc. Candy & Chewing Gum	MBS	Platt-Forbes, Inc. New York
Ellery Queen	American Home Products Corp. Anacin	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Evening with Romberg	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Exploring the Unknown	Revere Copper & Brass, Inc. Institutional	MBS	St. Georges & Keyes New York

F

F.B.I. in Peace & War	Procter & Gamble Co. Lava	CBS	The Biow Co., Inc.
The Fabulous Dr. Tweedy	American Cigarette & Cigar Co. Cigarettes	NBC	Foote, Cone & Belding, Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Institutional	CBS—PC	Young & Rubicam, Inc.
Fact or Fiction	Brown & Williamson "Wings" Cigarettes	ABC	Russel M. Seeds Co., Inc.

Famous Jury Trials	**General Mills** Cheerios	**ABC**	**Dancer-Fitzgerald-Sample**
Fat Man	**Norwich Pharmacal Co.** Pepto-Bismol, Unguentine, etc.	**ABC**	**Lawrence G. Gumbinner Adv. Agency, Inc.**
Fibber McGee & Molly	**S. C. Johnson & Son, Inc.** Wax Products	**NBC**	**J. Walter Thompson Co.**
Jimmie Fidler	**Carter Products** Carter's Little Liver Pills, Arrid & Nair	**ABC**	**Sullivan, Stauffer, Colwell & Bayles, Inc.**
Jimmie Fidler	**Carter Products, Inc.** Carter's Little Liver Pills & Arrid	**MBS**	**Ted Bates, Inc.** New York
First Nighter	**Campana Sales Co.** Campana Italian Balm	**CBS**	**Wallace-Ferry-Hanly Co.**
Fishing & Hunting Club of the Air	**Mail Pouch Tobacco Co.** Tobacco	**MBS**	**Walker & Downing** Pittsburgh
Fitch Bandwagon	**F. W. Fitch Co.** Fitch Shampoo	**NBC**	**L. W. Ramsey Co.**
Flamingo Stakes	**Gillette Safety Razor Corp.** Gillette Blades & Razors	**MBS**	**Maxon, Inc.** New York
Harry W. Flannery—News Analyst	**Bekins Van & Storage Co.** Storage	**CBS—PC**	**Brooks Adv. Agency**
Harry W. Flannery—News Analyst	**Planters Nut & Chocolate Co.** Peanuts & Peanut Oil	**CBS—PC**	**Raymond R. Morgan Agcy.**
Fleetwood Lawton	**Whitehall Pharmacal Co.** Anacin, Bisodol Mints	**NBC**	**Dancer-Fitzgerald & Sample, Inc.**
Ford Show with Dinah Shore	**Ford Motor Co.** Ford Motor Cars	**CBS**	**J. Walter Thompson Co.**
Ford Showroom with Meredith Willson	**Ford Motor Co.** Ford Motor Cars	**CBS**	**Kenyon & Eckhardt, Inc.**
The Ford Theatre	**Ford Motor Co.** Automobiles	**NBC**	**Kenyon & Eckhardt**
Free for All	**H. H. Tanner & Co.** Portrait Cold Wave	**CBS—PC**	**Mason-Gold Adv. Agcy.**
Freedom of Opportunity	**Mutual Benefit Health & Accident Assoc. of Omaha** Insurance	**MBS**	**Arthur Meyerhoff & Co.** Chicago
Front Page Farrell	**Whitehall Pharmacal Co.** Kolynos, Hills Cold Tablets	**NBC**	**Dancer, Fitzgerald & Sample, Inc.**
Front Page Features with Knox Manning	**E. L. Bruce Co.** Bruce Floor Cleaner	**CBS—PC**	**Christiansen Adv. Agcy.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Front Page Features with Knox Manning	**Washington State Apple Adv. Comm.** Washington State Apples	CBS—PC	J. Walter Thompson Co.

G

Arthur Gaeth	**United Electrical Radio & Machine Workers of America** Institutional	MBS	Moss & Arnold Co. New York
Galen Drake	**Kellogg Co.** Raisin Bran Flakes, Variety Package, Pep, Shredded Wheat	ABC	Kenyon & Eckhardt, Inc.
Game of the Week	**U. S. Army Recruiting Service** Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gangbusters	**L. E. Waterman Co.** Fountain Pens, Pencils, Ink	ABC	Radio Consultants, Inc. Charles Dallas Reach Co., Inc.
Garden Gate with Tom Williams	**Ferry-Morse Seed Co.** Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	**"42" Products, Inc.** All Products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	**Peter Paul, Inc.** Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred, News	**Studebaker Corp.** Motor Cars	CBS—PC	Roche, Williams & Cleary, Inc.
General Electric Houseparty	**General Electric Co.** Appliance & Merchandise Div.	CBS	Young & Rubicam, Inc.
Gillette Fights	**Gillette Safety Razor Co.** Razor & Razor Blades	ABC	Maxon, Inc.
Give & Take	**Toni Co.** Toni Home Permanent Wave	CBS	Foote, Cone & Belding
Arthur Godfrey Show	**Liggett & Myers Tobacco Co.** Chesterfield Cigarettes	CBS	Newell-Emmett Co., Inc.
Arthur Godfrey's Talent Scouts	**Lever Bros. Co.** Lipton's Tea & Noodle Soup Mix	CBS	Young & Rubicam, Inc.
Grand Central Station	**Pillsbury Mills, Inc.** Sno Sheen Cake Flour, Pillsbury's Best, Farina	CBS	McCann-Erickson, Inc.

Grand Marquee	**William R. Warner** Rayve Haircreme & Shampoo	NBC	Roche, Williams & Cleary Inc.
Grand Ole Opry	**R. J. Reynolds Co.** Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam	**Continental Baking Co., Inc.** Wonder Bread & Hostess Cake	CBS	Ted Bates, Inc.
The Great Gildersleeve	**Kraft Foods Co.** Parkay Kraft Dinner	NBC	Needham, Louis & Brorby Inc.
Greatest Story Ever Told	**Goodyear Tire & Rubber Co.** Tires	ABC	Arthur Kudner Agency
Green Hornet	**General Mills** Cheerios	ABC	Dancer-Fitzgerald-Sample Inc.
The Jack Gregson Show	**Washington Cooperative Farmers Assoc.** Poultry Products	NBC-PC	Pacific National Adv. Agency
Guiding Light	**Procter & Gamble Co.** Duz	CBS	Campton Adv., Inc.

H

Arthur Hale	**Richfield Oil Corp.** Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Harvest of Stars	**International Harvester Co.** Institutional	NBC	McCann-Erickson, Inc.
Bob Hawk Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Sam Hayes	**General Mills, Inc.** Sperry Pancake Waffle Flour, Wheaties	NBC	Knox-Reeves Inc.
Dick Haymes Show	**Electric Auto-Lite Co.** Spark Plugs & Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Hearts' Desire	**Philip Morris & Co. Ltd.** Cigarettes	MBS	Cecil & Presbrey New York
Gabriel Heatter	**Carter Products, Inc.** Carter's Little Liver Pills & Arrid	MBS	Ted Bates, Inc. New York
Gabriel Heatter	**Mutual Benefit Health & Accident Assoc. of Omaha** Insurance	MBS	Arthur Meyerhoff & Co. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Gabriel Heatter	**Noxzema Chemical Co.** Noxzema Products	MBS	**Sullivan, Stauffer, Colwell & Bayles, Inc.** New York
Gabriel Heatter	**Serutan Co.** Serutan & Nutrex	MBS	**Roy S. Durstine Inc.** New York
Alvin Helfer	**Appalachian Coal Co.** Coal	MBS	**Haehnle Adv. Agency** Cincinnati
Bill Henry, News	**Johns-Manville Corp.** Insulating Materials, Roofing, Brake Lining, etc.	CBS	**J. Walter Thompson Co.**
Here's To You	**Charles E. Hires Co.** Root Beer	CBS	**N. W. Ayer & Son, Inc.**
Hint Hunt	**Armour & Co.** Armour Meat Div. & Armour Soap Div. (Chiffon Flakes)	CBS	**Foote, Cone & Belding**
Holiday Shows	**Elgin National Watch Co.** Watches	CBS	**J. Walter Thompson Co.**
Hollywood Jackpot	**American Home Products Corp.** Anacin, Kolynos	CBS	**Dancer-Fitzgerald-Sample, Inc.**
Hollywood Music Hall	**Berkins Van & Storage Co.** Moving & Storage	ABC—PC	**A. E. Brooks Adv. Agency**
Hollywood Players	**Cresta Blanca Wine Corp.** Cresta Blanca Wines	CBS	**Batten, Barton, Durstine & Osborn, Inc.**
Hollywood Star Preview	**American Home Products Corp.** Kolynos, Anacin	NBC	**Sullivan, Stauffer, Colwell & Bayles**
Hollywood Star Time	**General Motors Corp.** Frigidaire Div.	CBS	**Foote, Cone & Belding**
Hollywood Story—Galen Drake	**Kellogg Co.** All Bran, Gro-Pup	ABC	**Kenyon & Eckhardt, Inc.**
Hollywood Whispers	**Forty-Two Products, Ltd.** "42" Oil Shampoo or "42" Hair Oil Tonic	ABC—PC	**Brisacher, Van Norden & Staff**
Hop Harrigan	**Pepsodent Div., Lever Bros. Co.** Dentifrice	MBS	**Foote, Cone & Belding** Chicago
Hop Harrigan	**Taylor-Reed Corp.** Cocoa Marsh	MBS	**Ruthrauff & Ryan, Inc.** New York
Bob Hope	**Lever Bros. Co.** Pepsodent	NBC	**Foote, Cone & Belding, Inc.**
Hour of Charm with Phil Spitalny's Orch.	**Electric Companies Adv. Pgm.** Institutional	CBS	**N. W. Ayer & Son, Inc.**

House of Mystery	**General Foods Sales Corp.** Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	**Benton & Bowles, Inc.** New York
Human Adventure	**Revere Copper & Brass Inc.** Institutional	MBS	**St. Georges & Keyes** New York
Hymns of All Churches	**General Mills** Cheerios, Kix, Gold Medal Flour, Bisquick, Softasilk Cake Flour, 2 Crocker Soups, and Wheaties	ABC	**Dancer, Fitzgerald-Sample, Inc.**

I

I Deal In Crime	**Hastings Mfg. Co.** Piston Rings, Casite	ABC	**Keeling & Co.**
Ice Follies	**Shipstad & Johnson** Ice Follies	MBS	**Smith Bull & McCreery** Hollywood
Indianapolis Speedway	**Perfect Circle Co.** Piston Rings	MBS	**Roger Beane Adv. Co.** Indianapolis
Information Please	**Parker Pen Co.** Pens, Pencils, Desk Sets, Quink, Superchrome Ink	CBS	**J. Walter Thompson Co.**
Inner Sanctum	**Emerson Drug Co.** Bromo-Seltzer	CBS	**Batten, Barton, Durstine & Osborn, Inc.**
Inside of Sports	**Bayuk Cigars, Inc.** Phillies Cigars	MBS	**Neal D. Ivey** Philadelphia
It Pays to Be Ignorant	**Philip Morris & Co., Ltd., Inc.** Philip Morris Cigarettes	CBS	**The Biow Co., Inc.**
It's Up To Youth	**Triangle Publications Inc.** Seventeen Magazine	MBS	**Al Paul Lefton Co., Inc.** New York
Burl Ives	**Philco Corp.** Philco Radios	MBS	**Hitchins Adv. Co., Inc.** New York

J

Jack Armstrong	**General Mills** Wheaties, Cheerios, Kix, Betty Crocker Soup	ABC	**Knox Reeves Adv. Inc.**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Joyce Jordan, M.D.	**Procter & Gamble Co.** Dreft	NBC	Dancer-Fitzgerald & Sample, Inc.
Judy 'N Jill 'N Johnny	**Horowitz & Duberman** Junior Miss Fashions	MBS	Sterling Advertising Co.
Just Plain Bill	**Whitehall Pharmacal Co.** Anacin	NBC	Dancer, Fitzgerald & Sample, Inc.
Juvenile Jury	**General Foods Sales Corp.** Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York

K

Kaltenborn Edits the News	**Pure Oil Co.** Pure Oil Petroleum Products	NBC	Leo Burnett Co.
Katie's Daughter	**Manhattan Soap Co.** Sweetheart Soap	NBC	Duane Jones Co., Inc.
Sammy Kaye Sunday Serenade	**Raymond Laboratories, Inc. & Hudnut Sales Co.** Richard Hudnut Cosmetics, Rayve Creme Shampoo	ABC	Roche, Williams & Cleary, Inc.
King Cole Trio Time	**Wildroot Co., Inc.** Hair Tonic & Cream Oil	NBC	Batten, Barton, Durstine & Osborn, Inc.
The King's Men	**Brown & Haley Candy Co.** Almond Roca Candy	NBC	Honig-Cooper Co.
Kraft Music Hall	**Kraft Foods Co.** Velveeta	NBC	J. Walter Thompson Co.
Kay Kyser's College of Musical Knowledge	**Colgate-Palmolive-Peet Co.** Palmolive Soap & Shave Cream	NBC	Ted Bates Inc.

L

Lew Lacy	**National Biscuit Co.** Nabisco Shredded Wheat	NBC	Bostford, Constantine & Garner
Ladies Be Seated	**Quaker Oats Co.** Aunt Jemima Pancake Flour & Muffets	ABC	LaRoche & Ellis, Inc.

Ladies Be Seated	**Toni Co.** Toni Home Permanent Wave	ABC	Foote, Cone & Belding
Land of the Lost	**Bosco Co.** Bosco Milk Amplifier	ABC	McCann-Erickson, Inc.
William Lang	**William Wise** Books	ABC	Huber Hoge & Son
Lassie	**Morrell & Co.** Red Heart Dog Food	ABC	Henri Hurst & McDonald, Inc.
Warden Lawes	**Trimount Clothing Co.** Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Lawyer Tucker	**Electric Auto-Lite Co.** Spark Plugs, Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Let's Pretend	**Cream of Wheat Corp.** Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Letters to Lindlahr	**Serutan Co.** Serutan & Nutrex	MBS	Roy S. Durstine Inc. New York
Life Can Be Beautiful	**Procter & Gamble Co.** Spic & Span	NBC	Dancer-Fitzgerald & Sample, Inc.
Life of Riley	**Procter & Gamble Co.** Prell	NBC	Dancer-Fitzgerald & Sample, Inc.
Light of the World	**General Mills, Inc.** Cheerios	NBC	Knox-Reeves, Inc.
Listening Post	**Curtis Publishing Co.** Saturday Evening Post	ABC	Batten, Barton, Durstine & Osborn, Inc.
Guy Lombardo Show	**First National Stores** Grocery Stores—Food	ABC	John C. Dowd, Inc.
Lone Journey	**Carnation Co.** Carnation Evaporated Milk, Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Ranger	**General Mills** Kix	ABC	Dancer-Fitzgerald-Sample, Inc.
Lora Lawton	**B. T. Babbitt** Bab-o Cleaner	NBC	Duane Jones & Co.
Lorenzo Jones	**Sterling Drug Co.** Phillips Creams & Milk of Magnesia, Bayer Aspirin	NBC	Dancer, Fitzgerald & Sample, Inc.
Lum 'n Abner	**Miles Laboratories, Inc.** Alka Seltzer & Nervine	ABC	Wade Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Lum 'n Abner	**Miles Laboratories, Inc.** Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Adv. Agency
Lutheran Hour	**Lutheran Laymen's League** Religious Talks	MBS	GothamAdvertising Co., Inc. New York
Lux Radio Theater	**Lever Bros. Co.** Lux Toilet Soap & Lux Flakes	CBS	J. Walter Thompson Co.

Mc

Gordon MacRae Show	**General Foods Corp.** Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
McGarry & His Mouse	**General Foods Sales Corp.** Post Corn, Toasties, Sanka Coffee, Raisin Bran, Gaines' Dog Food	MBS	Benton & Bowles, Inc. New York
The Charlie McCarthy Show	**Standard Brands, Inc.** Chase & Sanborn Coffee, Royal Pudding	NBC	J. Walter Thompson Co.

M

Ma Perkins	**Procter & Gamble Co.** Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Ma Perkins	**Procter & Gamble Co.** Oxydol	NBC	Dancer-Fitzgerald-Sample, Inc.
Maisie with Ann Southern	**Eversharp Inc.** Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Ted Malone	**Westinghouse Electric Corp.** Laundromat, Range, Refrigerator, Iron Roaster, Sun Lamps, Electric Fans, Westinghouse Sealed Beam Headlights, Electric Comforter	ABC	McCann-Erickson, Inc.
Man Called X	**General Motors Corp.** Frigidaire Div.	CBS	Foote, Cone & Belding
Manhattan Merry-Go-Round	**Sterling Drug Co.** Dr. Lyon's Tooth Powder	NBC	Dancer, Fitzgerald & Sample, Inc.

Zeke Manners	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Knox Manning—News	Los Angeles Soap Co. All Products	CBS—PC	Raymond R. Morgan Co.
Knox Manning—News	McMahan Furniture Stores House Furnishings	CBS—PC	M-C-M Adv. Agency
Knox Manning—News	S.O.S. Co. Aluminum Cleanser	CBS—PC	McCann-Erickson, Inc.
Manor House Party	W. F. McLaughlin & Co. Manor House Coffee	NBC	Sherman & Marquette, Inc.
Tony Martin Show	Texas Co. Texaco Products	CBS	Kudner Agency, Inc.
Groucho Marx Show	Elgin American Division of Illinois Watch Case Co. Compacts, Cigarette Cases, Dresser Sets, Powder Boxes, Cigarette Cases with Lighter	ABC	Weiss & Geller, Inc.
Masquerade	General Mills, Inc. Pyequick	NBC	Knox-Reeves Inc.
Maxwell House Coffee Time	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema, Noxzema Shave Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Mayor of the Town	Noxzema Chemical Co. Noxzema Skin Cream, Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Meet Corliss Archer	Campbell Soup Co. Soups	CBS	Ward Wheelock Co.
Meet Me At Parky's	P. Lorillard Co. Old Golds	NBC	Lennen & Mitchell, Inc.
Meet the Meeks	Swift & Co. Meat Products	NBC	J. Walter Thompson Co.
Meet the Missus	Chemicals, Inc. Vano Household Chemical	CBS—PC	Garfield & Guild
Meet the Missus	House of Delicacies French Kettle Onion Soup	CBS—PC	Emil Mogul Co., Inc.
Meet the Missus	Lyon Van & Storage Co. Moving & Storage Services	CBS—PC	Batten, Barton, Durstine & Osborn, Inc.
Meet the Missus	National Pressure Cooker Co. All Products	CBS—PC	Melamed-Hobbs, Inc.
Meet the Missus	Simoniz Co. Simoniz Products	CBS—PC	Decora, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	**Sunnyvale Packing Co.** Rancho Soups	CBS—PC	Ruthrauff & Ryan, Inc.
Meet the Missus	**Toni Co.** Toni Home Permanent Wave	CBS—PC	Foote, Cone & Belding
Meet the Missus	**Washington Cooperative Farmers' Assn.** Lynden Foods	CBS—PC	Pacific Natl. Adv. Agcy.
Melody House	**Loma Linda Food Co.** Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Melody Trail	**Grove Laboratories, Inc.** Beaumont Four-Way Cold Tablets	CBS—PC	J. D. Tarcher & Co.
Metropolitan Opera	**Texas Co.** Gas & Oil	ABC	Buchanan & Co., Inc.
Michael Shayne	**Hastings Mfg. Co.** Piston Rings & Casite Lubricant	MBS	Keeling & Co., Inc. Indianapolis
Mr. District Attorney	**Bristol-Myers Co.** Sal Hepatica & Vitalis	NBC	Doherty, Clifford & Shenfield, Inc.
Mr. Keen, Tracer of Lost Persons	**American Home Products Corp.** Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	**Colgate-Palmolive-Peet Co.** Colgate Tooth Powder & Halo Shampoo	CBS	Sherman & Marquette
Monday Morning Headlines	**Seeman Brothers, Inc.** Air-Wick	ABC	William Weintraub & Co., Inc.
The Molle Mystery Theatre	**Centaur Co.** Molle Shave Cream & Double Danderine	NBC	Young & Rubicam
Henry Morgan Show	**Eversharp Co.** Schick Razors, Pens, Pencils	ABC	The Biow Co., Inc.
Ona Munson in Hollywood	**Barron-Gray Packing Co.** Health Vegetable Juice	CBS—PC	Long Adv. Service
Murder & Mr. Malone	**Wine Growers Guild** Guild Wines	ABC	Honig-Cooper Co.
Edward R. Murrow with the News Till Now	**Campbell Soup Co.** Campbell Soups	CBS	Ward Wheelock Co.
Music Hour From Hollywood	**Bekins Van & Storage Co.** Moving & Storage	NBC	Brooks Adv. Agcy.
My Friend Irma	**Lever Bros. Co.** Swan Soap	CBS	Young & Rubicam, Inc.
My True Story	**Libby McNeill & Libby** Libby Products	ABC	J. Walter Thompson Co.

Mystery In the Air	R. J. Reynolds Co. Camel Cigarettes	NBC	William Esty & Co., Inc.
Mystery Is My Hobby	Mutual Benefit Health Accident Assoc. of Omaha Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shontex Shampoo & Hair Conditioner	NBC	Robert B. Raisbeck Adv.
Mystery of the Week	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.

N

Name Your Music	Neighbors of Foodcraft Insurance	NBC	Showalter Lynch Adv. Agency
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins
New Adventures of Sherlock Holmes	R. B. Semler, Inc. Kreml Hair Tonic, Kreml Shampoo	ABC	Erwin Wasey & Co., Inc.
The New Sealtest Village Store	Sealtest, Inc. Milk & Ice Cream	NBC	McKee & Albright, Inc.
News	W. F. Fuller & Co. Paints	CBS—PC	McCann-Erickson, Inc.
News of the World	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency
Newscope	Kaiser-Frazer Corp. Automobiles	MBS	Swaney, Drake & Bemen, Inc.
New York Philharmonic Symphony	U. S. Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Adv. Inc. Chicago
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Pat Novak	Gallenkamp Stores, Inc. Shoes, Stockings & Handbags	ABC—PC	Bruce Eldridge Adv.

O

Old Gold Show with Frank Morgan, Frances Langford, Don Ameche	P. Lorillard Co. Old Gold Cigarettes	CBS	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	Standard Brands, Inc. Fleischmann Yeast & Shefford Cheese	NBC	J. Walter Thompson Co.
The Opening Door	Grand Lodge of the A. F. of A. M. State of New York Institutional	MBS	Direct
Orange Bowl Football Game	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Our Gal Sunday	American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.

P

The Jack Paar Show	American Tobacco Co. Lucky Strike Cigarettes	ABC	Foote, Cone & Belding, Inc.
The Jack Paar Show	American Tobacco Co. Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Louella Parsons	Jergens Co. Jergens Lotion, Facial Soap	ABC	Robert W. Orr & Associates, Inc.
Pause That Refreshes on the Air, with Percy Faith's Orch.	Coca Cola Co. Coca Cola	CBS	D'Arcy Adv. Co., Inc.
Drew Pearson	The Frank H. Lee Co. Hats	ABC	William Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds Co.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedler & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Dreft, Spic & Span, Ivory Flakes	CBS	Dancer-Fitzgerald-Sample, Inc. Compton Adv., Inc.
Elmer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Sam Pettengill	America's Future, Inc. Books & Booklets, Book—Constitution of U. S.	ABC	Andrew Gahagan Assoc. Gahagan & Turnbull Co., Inc.
Pick & Pat Time	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York
Point Sublime	John Hancock Mutual Life Insurance Co. Life Insurance	ABC	McCann-Erickson, Inc.

The Policewoman	Carter Products Carter's Little Liver Pills, Arrid & Nair	ABC	Sullivan Stauffer, Colwell & Bayles Inc.
Portia Faces Life	General Foods Corp. Instant Postum, Post's 40% Bran Flakes	NBC	Benton & Bowles
Pot O'Gold	Lewis-Howe Co. Tums & NR Tablets	ABC	Roche, Williams & Cleary, Inc.
The Preakness	Emerson Drug Co. Bromo Seltzer	NBC	Batten, Barton, Durstine & Osborn Inc.
A Present From Hollywood	Wm. Scull Co. Boscul Tea	ABC	M. H. Hackett Co.
Professor Quiz	American Oil Co. Gasoline & Oil	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.

Q

Queen For A Day	Armour & Co. Star Shortening	MBS	Foote, Cone & Belding Chicago
Queen For A Day	International Milling Co. Robin Hood	MBS	Cook Advertising Agency
Queen For A Day	Miles Laboratories Inc. Alka-Seltzer	MBS	Wade Advertising Agency Chicago
Queen For A Day	Philip Morris & Co. Ltd. Cigarettes	MBS	Cecil & Presbrey New York
Quick As A Flash	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York
Quiz Kids	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

R

Radio Bible Class	Radio Bible Class Religious Talks	MBS	Direct
The RCA-Victor Show	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Reader's Digest—Radio Edition	Hall Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
Real Stories From Real Life	Whitehall Pharmacal Co. Anacin	MBS	Dancer, Fitzgerald, Sample, Inc. New York
Renfro Valley Folks	Ballard & Ballard Co. Ballard's Obelisk Flour	CBS	Henri, Hurst & McDonald, Inc.
Reveille Roundup	Grove Laboratories Inc. Cold Tablets & Vitamins	NBC	Duane Jones & Co.
Richfield Reporter	Richfield Oil Corp. Gasoline & Oil	NBC	Hixson, O'Donnell Adv., Inc.
Right To Happiness	Procter & Gamble Co. Ivory Soap	NBC	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	CBS	Compton Adv., Inc.
Road of Life	Procter & Gamble Co. Duz	NBC	Compton Adv., Inc.
Rogues Gallery	F. W. Fitch Co. Fitch Shampoo	NBC	L. W. Ramsey Co.
Romance of Helen Trent	American Home Products Corp. Kolynos, Bisodol, Heet	CBS	Dancer-Fitzgerald-Sample, Inc.
Billy Rose	Musterole Co. Musterole	MBS	Erwin Wasey & Co. New York
Billy Rose	R. B. Semler Co., Inc. Kreml Shampoo & Hair Tonic	MBS	Erwin Wasey & Co. New York
Rose of My Dreams	Manhattan Soap Co., Inc. Blue-White Flakes	CBS	Duane Jones & Co.
Rosemary	Procter & Gamble Co. Ivory Snow	CBS	Benton & Bowles, Inc.

S

Jean Sablon	Wm. R. Warner Co., Inc. Richard Hudnut Beauty Preparations	CBS	Kenyon & Eckhardt, Inc.
The Saint	Lever Bros. Co. Trim Hair Tonic	CBS—PC	Foote, Cone & Belding
Saturday Night Roundup	Miles Laboratories Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv. Agency

Saturday Night Serenade	Pet Milk Sales Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
Screen Guild Players	Lady Esther Sales Co., Inc. Cosmetics	CBS	The Biow Co., Inc.
Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	William Esty & Co., Inc.
Second Mrs. Burton	General Foods Corp. LaFrance, Satina	CBS	Young & Rubicam, Inc.
Eric Sevareid—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
The Shadow	G. Barr & Co. Balm Barr Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
The Shadow	Carey Salt Co. Carey Salt	MBS	McJunkin Advertising Co. Chicago
The Shadow	Delaware, Lackawanna & Western Coal Co. Blue Coal	MBS	Ruthrauff & Ryan New York
The Sheaffer Parade starring Eddy Howard	W. A. Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russell M. Seeds, Inc.
Sherlock Holmes	Petri Wine Co. Petri Wine	MBS	Young & Rubicam, Inc. New York
Sherlock Holmes	Trimount Clothing Co. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
The Sheriff	Pacific Coast Borax Co. All Products	ABC	McCann-Erickson, Inc.
William L. Shirer & the News	J. B. Williams Co. Shaving Cream, Lectric Shave	CBS	J. Walter Thompson Co.
Silver Theater	International Silver Co. Sterling 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Ginny Simms Show	The Borden Co. All Products	CBS	Young & Rubicam, Inc.
Red Skelton	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russell M. Seeds Co.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Derby Line of Canned Meats & Canned Meat Specialties	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Children's Shoes	NBC	Leo Burnett Co.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Adv. St. Louis

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Speaks	General Foods Corp. Post 40% Bran, Post's Raisin Bran	CBS	Benton & Bowles, Inc.
Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Solitair Time	Campana Sales Co. Solitair Make-up	NBC	The Clements Co. Inc.
Song of the Stranger	Pharmaco, Inc. Feen-a-mint	MBS	Ruthrauff & Ryan, Inc.
Sparkle Time with Meredith Willson	Canada Dry Ginger Ale, Inc. Canada Dry Beverages	CBS	J. M. Mathes, Inc.
Special Investigator	Commercial Credit Co. Institutional	MBS	Sheldon, Quick & McElroy New York
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Palmolive Shave Cream	NBC	Sherman & Marquette Inc.
Spotlight on America	American Transit Association Transportation	MBS	Owens & Chappell, Inc. New York
Spotlight Review	Coca-Cola Co. Coca Cola	CBS	D'Arcy Adv. Co., Inc.
Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC	Batten, Barton, Durstine & Osborne, Inc.
Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC	Batten, Barton, Durstine & Osborne, Inc.
Stars Over Hollywood	Bowey's, Inc. Dari-Rich Products	CBS	Sorenson & Co.
The Story of Holly Sloan	General Mills, Inc. Pyequick	NBC	Knox-Reeves Inc.
Leland Stowe	United Electrical Radio & Machine Workers of America Institutional	MBS	Moss & Arnold Co. New York
Strange Romance of Evelyn Winters	Manhattan Soap Co., Inc. Blu-White Flakes	CBS	Duane Jones Co., Inc.
The David Street Show	Cardinet Candy Co. Candy Bars	NBC	Elliott-Daly Co.
Summer Electric Hour with Woody Herman's Orch.	Electric Companies Adv. Pgm. Institutional	CBS	N. W. Ayer & Son, Inc.

Sunday Evening Hour	**Reichhold Chemicals, Inc.** Musical Digest Magazine and Vox Records—Other Products	ABC	Kenyon & Eckhardt, Inc.
Sunday Evening Party with Hires	**C. E. Hires Co.** Hires Root Beer	ABC	N. W. Ayer & Son, Inc.
Sunoco Three Star Extra	**Sun Oil Co.** Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Sunrise Service Easter	**Park Street Evangelical Church** Religious Talks	MBS	Tarler & Shinner Boston
Starlight Serenade	**Conti Products, Inc.** Conti Shampoo & Soap	MBS	Bermingham, Castleman & Pierce, Inc. New York
Star Time with Dorothy Kilgallen	**Drackett Co.** Drano & Windex	ABC	Young & Rubicam, Inc.
Surprise Theater with Knox Manning	**Calif. Prune & Apricot Growers Assn.** Sunsweet Tenderized Fruit	CBS—PC	Long Adv. Service
Suspense	**Roma Wine Co.** Roma Wines	CBS	The Biow Co., Inc.
Warren Sweeney—News	**Curtiss Candy Co.** Candy	CBS	C. L. Miller Co.

T

Take It or Leave It	**Eversharp Inc.** Pens & Pencils	NBC	Biow Co., Inc.
Tales of Willie Piper	**General Electric Co.** Electric Lamps & Bulbs	ABC	Batten, Barton, Durstine & Osborn, Inc.
Henry J. Taylor	**General Motors Corp.** Institutional	MBS	Kudner Agency Inc. New York
Mary Lee Taylor	**Pet Milk Sales Co.** 400-D Pet Milk	CBS	Gardner Advertising Co.
Teentimers Club	**Teentimers Inc.** Dresses & Cosmetics	NBC	Buchanan & Co., Inc.
The Telephone Hour	**Bell Telephone System** Telephone Service	NBC	N. W. Ayer & Son, Inc.
Alec Templeton	**Standard Brands, Inc.** Chase & Sanborn Coffee, Royal Pudding	NBC	J. Walter Thompson Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson Co.
Tennessee Jed	Ward Baking Co. Bread & Cakes	ABC	J. Walter Thompson Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat & Rice Sparkies	ABC	Sherman & Marquette, Inc.
Tex & Jinx Show	Bristol-Myers Co. Ipana	NBC	Young & Rubicam, Inc.
The Texaco Star Theatre	Texas Co. Gasoline & Motor Oil	ABC	Kudner Agency, Inc.
That's Finnegan	Household Finance Corp. Personal Loans	CBS	Le Vally, Inc.
Theatre Guild on the Air	United States Steel Corp. Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
This Is Hollywood with Heddy Hopper	Procter & Gamble Co. Camay	CBS	Pedlar & Ryan, Inc.
This Is Nora Drake	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equitable Life Assurance Soc. of the U. S. Insurance	ABC	Warwick & Legler, Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour Cereals & Wheaties	NBC	Knox-Reeves, Inc.
Those Websters	Quaker Oats Co. Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising, Inc.
Lowell Thomas	Sun Oil Co. Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Time for Rolly Langley	Ferry-Morse Seed Co. Seeds	CBS—PC	MacManus, John & Adams, Inc.
Today's Children	General Mills, Inc. Wheaties	NBC	Knox-Reeves, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Purina Co. Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Torme Time	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.

Treasure Hour of Song	**Conti Products, Inc.** Conti Shampoo & Soap	**MBS**	**Bermingham, Castleman & Pierce, Inc.** New York
Robert Trout and the News	**Campbell Soup Co.** Campbell Soups	**CBS**	**Ward Wheelock Co.**
True Detective Mysteries	**Williamson Candy Co.** O'Henry Candy Bars	**MBS**	**Aubrey, Moore & Wallace, Inc.** Chicago
Truman's Proposal on Aid to Turkey & Greece	**Progressive Citizens of America** Institutional	**MBS**	**Moss & Arnold & Co.**
Truth Or Consequences	**Procter & Gamble Co.** Duz	**NBC**	**Compton Adv., Inc.**
Twenty Questions	**Ronson Art Metal Works** Ronson Lighters	**MBS**	**Cecil & Presbrey, Inc.** New York

U

U. S. Military Academy Football Game	**U. S. Army Recruiting Service** Army Recruiting	**MBS**	**N. W. Ayer & Son, Inc.** New York

V

The Rudy Vallee Show	**Philip Morris & Co., Ltd.** Philip Morris	**NBC**	**The Biow Co.**
Vaughn Monroe Show	**R. J. Reynolds Tobacco Co.** Camel Cigarettes	**CBS**	**Wm. Esty & Co., Inc.**
Voice of Firestone	**Firestone Tire & Rubber Co.** Tires & Tubes	**NBC**	**Sweeney & James Co.**
Voice of Prophecy	**Voice of Prophecy, Inc.** Religious Talks	**MBS**	**G. C. Hoskin Assoc.** Chicago
Vox Pop	**American Express Co.** Travelers Checks	**ABC**	**J. M. Mathes, Inc.**
Vox Pop	**Lever Bros. Co.** Lipton's Tea & Continental Soup Mix	**CBS**	**Young & Rubicam, Inc.**

W

Bernie Walker's Tillamook Kitchen	**Tillamook County Creamery Assoc.** Cheese	**NBC**	**Botsford, Constantine & Gardner**
Henry A. Wallace	**Beverly Westwood Citizens** Institutional	**MBS**	**Brisacher, Van Norden, Staff** San Francisco

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Waltz Time	**Sterling Drug Co.** Phillips Milk of Magnesia	NBC	Dancer, Fitzgerald & Sample, Inc.
Fred Waring	**American Meat Institute** Meat & Allied Products	NBC	Leo Burnett Co., Inc.
Fred Waring	**General Electric Co.** Institutional	NBC	Batten, Barton, Durstine & Osborne, Inc.
Fred Waring Program	**Minnesota Valley Canning Co.** Canned Vegetables	NBC	Leo Burnett Co., Inc.
Wendy Warren & News	**General Foods Corp.** Maxwell House Coffee & Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
We the People	**Gulf Oil Corp.** Gulf Oil Products	CBS	Young & Rubicam, Inc.
Welcome Travelers	**Procter & Gamble Co.** Crisco, Ivory Snow	ABC	Compton Adv., Inc. Benton & Bowles, Inc.
Cristopher Wells	**Chrysler Corp.** De Soto & Plymouth Dealers	CBS	Batten, Barton, Durstine & Osborn, Inc.
What's Doin' Ladies	**Hunt Foods, Inc.** Hunt Products	ABC—PC	Young & Rubicam, Inc.
When A Girl Marries	**General Foods Corp.** Calumet Swans Down	NBC	Benton & Bowles
The Whistler	**Household Finance Corp.** Personal Loans	CBS	LeVally, Inc.
The Whistler	**Signal Oil Co.** Gas, Oil	CBS—PC	Barton A. Stebbins Adv. Agency
Paul Whiteman Club	**National Biscuit Co.** Premium Crackers, Ritz Crackers, Nabisco Shredded Wheat, Nabisco Honey Made Grahams	ABC	McCann-Erickson, Inc.
Paul Whiteman Club	**Nestle's Milk Products, Inc.** Nescafe	ABC	Compton Adv., Inc.
Paul Whiteman Club	**R. J. Reynolds Tobacco Co.** Cigarettes and Pipe Tobacco	ABC	William Esty & Co.
Paul Whiteman Club	**Wesson Oil & Snowdrift Co.** Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt, Inc.
Widner Cup Race	**Gillette Safety Razor Corp.** Gillette Blades & Razors	MBS	Maxon, Inc. New York

Alvin Wilder	**Sealy Mattress Co.** Mattresses	ABC	Alvin Wilder Agency
Walter Winchell	**Jergens Co.** Jergens Lotion, Woodbury Facial Soap	ABC	Robert W. Orr & Associates, Inc.
Woman in White	**General Mills, Inc.** Bisquick, Betty Crocker Soups	NBC	Knox-Reeves, Inc.
World Front	**Bunte Brothers** Candy	NBC	Presba, Fellers & Presba
World Series	**Gillette Safety Razor Corp.** Gillette Blades & Razors	MBS	Maxon, Inc. New York

Y

You Bet Your Life	**Elgin American Division of Illinois Watch Case Co.** Compacts, Cigarette Cases, Dresser Sets, Powder Boxes, Cigarette Cases with Lighter	ABC	Weiss & Geller, Inc.
Alan Young Show	**Bristol-Myers Co.** Ipana & Minit-Rub	NBC	Young & Rubicam, Inc.
Young Dr. Malone	**Procter & Gamble Co.** Crisco	CBS	Compton Adv., Inc.
Young People's Church of the Air	**Young People's Church of the Air** Religious Talks	MBS	Erwin, Wasey & Co. New York
Young Widder Brown	**Sterling Drug Co.** Haley's M-O, Phillips Toothpaste	NBC	Dancer, Fitzgerald & Sample, Inc.
Your Hit Parade	**American Tobacco Co.** Lucky Strike Cigarettes	CBS	Foote, Cone & Belding, Inc.
Your Hit Parade	**American Tobacco Co.** Lucky Strike Cigarettes	NBC	Foote, Cone & Belding, Inc.
Your Hope Chest	**Pict-Sweet Foods, Inc.** Food Products	CBS—PC	Ruthrauff & Ryan, Inc.
Your Sports Question Box	**G. N. Coughlin Co.** Chimney Sweep	ABC	Roche, Williams & Cleary, Inc.

Z

Zale-Graziano Fight	**Adam Hat Stores, Inc.** Men's Hats	NBC	The Biow Co.

Network Co-operative Programs—1947

Following page contains a complete listing of four national network co-operative programs heard during the 12-month period ending Dec. 31, 1947. Listing includes program title and network over which program is heard. Sponsors and advertising agencies handling the account are not indicated due to limitations of space. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC.

PROGRAM	NETWORK	PROGRAM	NETWORK	PROGRAM	NETWORK
Abbott & Costello	ABC	Joan Davis	CBS	The Johnson Family	MBS
Martin Agronsky	ABC	Dick Tracy	ABC	Kaltenborn Edits the News	NBC
Alexander's Mediation Board	MBS	Editor's Diary	MBS	Walter Kiernan	ABC
America's Town Meeting	ABC	Ethel & Albert	ABC	Hawk Larabee	CBS
Red Barber	CBS	Final Edition—News of the World	NBC	Fulton Lewis, Jr.	MBS
Baukhage	ABC	Fishing & Hunting Club of the Air	MBS	Robert McCormick	NBC
Believe It or Not	NBC	Cedric Foster	MBS	Meet Me At Parky's	MBS
Boston Symphony	ABC	Harkness of Washington	NBC	Meet the Press	MBS
Broadway and Vine with Radie Harris	CBS	Headline Edition	ABC	Mr. President	ABC
Cecil Brown	MBS	Bill Henry and the News	CBS	Passing Parade with John Nesbitt	MBS
Captain Midnight	MBS	George Hicks & The News	ABC	The Shadow	MBS
CBS Morning News with Harry Clark	CBS	Dick Hottelet	CBS	Kate Smith Speaks	MBS
CBS News of America	CBS	House Party	CBS	Tell Your Neighbor	MBS
CBS World News Roundup	CBS	Chet Huntley—News	CBS	Winner Take All	CBS
Nancy Craig	ABC	Information Please	MBS	Harry Wismer	ABC
Bill Cunningham	MBS	Inside of Sports	MBS	The World Tonight—News Analysis	CBS
Elmer Davis	ABC	Erskine Johnson in Hollywood	MBS	World News Roundup	NBC

ORGANIZATIONS

Addresses

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Personnel

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Associations

•

Radio Groups

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Unions

•

Guilds

ORGANIZATIONS

PERSONNEL — ADDRESSES — UNIONS ASSOCIATIONS — RADIO GROUPS — GUILDS

Actors Equity Association

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

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1st Vice President.....Augustin Duncan
2nd Vice President.....Cornelia Otis Skinner
3rd Vice President.....Raymond Massey
4th Vice President.....William Harrigan
Executive Secretary-Treasurer.....Paul Dullzell
Assistant Executive.....Angus Duncan
Recording Secretary.....John Beal
Counsel .....Paul N. Turner
Associate Counsel.....Rebecca Brownstein
Auditor ....Frank Mesurac

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BRANCH OFFICES

San Francisco: Theodore Hale, 216 Pine St., San Francisco 4.

Hollywood: I. B. Kornblum, 6331 Hollywood Blvd.,

Chicago: Frank R. Dare, 720 Bittersweet Place, Chcago 13. Phone Wellington 6377

Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

Advertising Association of the West

Charles W. Collier, Managing Director
Lola M. Huey, Executive Secretary
Francis Stampolis, Office Secretary
530 Monadneck Building, San Francisco, Calif.
Garfield 1-6868

BOARD OF DIRECTORS

President: Russell Z. Eller, Adv. Mgr., California Fruit Growers Exchange, 707 West 5th Street, Los Angeles 13.

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Vice Pres. Dist. No. 1: Les Jenkins, Classified Adv. Mgr., The Seattle Times.

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Vice Pres. Dist. No. 3: H. Quentin Cox, Manager, Radio Station KGW, Portland.

Vice Pres. Dist. No. 4: Robert Franklin, Robert Franklin & Associates, 2501 Tulare Street, Fresno.

Vice Pres. Dist. No. 5: Robert J. McAndrews, Young & Rubicam, Inc., 6253 Hollywood Blvd., Hollywood.

Vice Pres. Dist. No. 6: G. Russ Davidson, Manager, Canadian Street Car Advertising Company, 470 Granville St., Vancouver, B. C.

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Chairman Junior Executive Division: Miss Marion Simpson, James F. Lunke & Associates, Joseph Vance Bldg., Seattle.

Chairman Advancement of Business Committee: George Weber, MacWilkins, Cole & Weber, Republic Bldg., Seattle.

Chairman Advertising Commission: Don Belding, Foote, Cone & Belding, 601 W. 5th St., Los Angeles.

Chairman Senior Advisory Committee Jnr. Division: Mrs. Claire Drew Forbes, Claire Forbes Adv. Agency, 3 West Victoria, Santa Barbara.

FUNCTIONS

The Advertising Association of the West, now in its 45th year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 5,000 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive Advancement of Business Program.

The Advertising Council, Inc.

11 West 42nd St., New York 18, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....Charles G. Mortimer, Jr.
Vice-Chairmen.....Kerwin H. Fulton,
William Reydel, Paul B. West
President.....Theodore S. Repplier
Secretary-Treasurer.....Frederic R. Gamble
Vice-Presidents....Allan M. Wilson, George P. Ludlam
Mgr. Radio Plans.....Gordon C. Kinney

BRANCH OFFICES

1010 Vermont Avenue, N. W., Washington, D. C. Phone, District 9043, T. S. Repplier, President.

203 North Wabash Avenue, Chicago, Ill. Phone, Randolph 1753, L. S. Schwartz, Chicago Representative.

Taft Building, Hollywood, Cal. Phone, Granite 7166, R. C. Poleson, Hollywood Representative.

FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.

Advertising Federation of America

330 West 42nd St., New York 18, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton
Chairman of the Board.....Allan T. Preyer
(Chairman, Morse International, Inc., New York)
Secretary.....Mrs. Bj Kidd
(N. W. Ayer & Son, Inc., Philadelphia)
Treasurer.....Robert S. Peare
(Vice-President, General Electric Company, Schenectady

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.

To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.
CIrcle 6-6100

OFFICERS

Chairman.....Otis A. Kenyon
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Director.....A. W. Lehman
Technical Director.....D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....J. C. Cornelius
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FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

American Bar Association (Standing Committee on Communications)

Chairman.....Duke M. Patrick, Colorado Bldg., Washington 5, D. C.
Committeeman.....John A. Dienner
Committeeman.....Julius F. Brauner
Committeeman.....Charles R. Reynolds, Jr.
Committeeman.....Edmund B. Shea

FUNCTIONS

To advance the science of jurisprudence, promote the administration of justice and uniformity of legislation and of judicial decision in the Nation, and uphold the honor of the profession of the law.

American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President, Broadcast Dept.....William Lamey
Local One Secty.-Treas.....Frederick Kost
Chairman, Atlantic Branch.....William Bender
International Representative.....William Bender

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

EXECUTIVE OFFICERS

Chairman.....Leonard Carmichael
President.....George F. Zook
Secretary.....Eugene B. Elliott
Vice-President.....A. J. Brumbaugh

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership due from educational organizations and institutions and by receipt of special grants for specific pieces of research.

American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesman

EXECUTIVE COMMITTEE

George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Kenneth Carpenter
Vice-President.....Clayton Collyer
Vice-President.....Wm. S. Gavin
Vice-President.....Knox Manning
Vice-President.....Margaret Speaks
Vice-President.....Ned Wever
Treasurer.....Alan Bunce
Recording Secretary.....Norman Field
National Executive Secretary.....George Heller
National Assistant Exec. Secretary.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.; Roymond A. Jones, Executive Secretary.

Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.

San Francisco Local—26 O'Farrell St., San Francisco, Calif.; William S. Gavin, Executive Secretary.

American Guild of Musical Artists, Inc. (A. F. L.)

276 W. 43rd St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President.....Lawrence Tibbett
1st Vice President.....Norman Cordon
2nd Vice President.....Julius Huehn
3rd Vice President.....Edward Harris
4th Vice President.....Conrad Thibault
5th Vice President.....Jascha Heifetz
Executive Secretary.....Hyman R. Faine
Recording Secretary.....Elisabeth Hoeppel
Treasurer.....Frederick Jagel
Counsel.....Jaffe & Jaffe

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd. Phone, Hillside 5121.

San Francisco: Theodore Hale, 216 Pine St. Phone, Sutter 0855.

Chicago: Ben Meyers, 188 W. Randolph St., Phone, State 0585.

Philadelphia: G. Gilbert Mason, 207 Walnut Pl. Phone, Lombard 1187.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

American Marketing Association

436 David Kinley Hall, Urbana, Ill.
7-5274

OFFICERS

President ..... Wroe Alderson
Vice-President ..... Everett R. Smith
Vice-President ..... Edgar H. Gault
Secretary ..... Harvey W. Huegy
Treasurer ..... Wilford White

BRANCH OFFICES

23 Chapters in principal cities throughout the United States.

FUNCTIONS

An Association for the advancement of science in marketing. Composed of individuals engaged in the marketing field, both practice and teaching embracing the sub-occupations of retailing, wholesaling, market research, industrial marketing, farm marketing, advertising, credits and collections, international trade, marketing legislation, marketing research, economics (price policies), sales management, sales analysis.

American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
CAledonia 5-2000

OFFICERS

President ..... David W. Howe
Vice-President ..... Edwin S. Friendly
Secretary ..... J. L. Stackhouse
Treasurer ..... W. L. Fanning
General Manager ..... Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone, Franklin 3746.
George N. Dale ..... Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.

38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS

President ..... George W. Bailey
Managing Secretary ..... Kenneth B. Warner
Treasurer ..... David H. Houghton
Communication Manager ..... Francis E. Handy

BRANCH OFFICE

225 Main St., Newington, Conn. Phone, 92140. F. E. Handy, Communications Manager.

FUNCTIONS

The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers (ASCAP)

30 Rockefeller Plaza, New York 20, N. Y.
COlumbus 5-7464

OFFICERS

President ..... Deems Taylor
Vice-President ..... Gustave Schirmer
Vice-President ..... Oscar Hammerstein II
Secretary ..... George W. Meyer
Treasurer ..... George W. Meyer
Assistant Secretary ..... Donald Gray
Assistant Treasurer ..... Ray Henderson

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, Saul Bornstein, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, John O'Connor, Abe Olman, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

BRANCH OFFICES AND REPRESENTATIVES

(In all principal cities throughout the United States.)

FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 1,900 writer (composer and author) members; 300 publisher members.

American Television Society

11 E 45th St., New York 17, N. Y.
MUrray Hill 7-9250

OFFICERS

President ..... Don McClure
Vice-President ..... Herbert Taylor, Jr.
Secretary ..... Dion Dincin
Treasurer ..... Archibald U. Braunfeld

BOARD OF DIRECTORS

Chas. A. Alicoate, Chas. J. Durban, Jack Levine, Paul Mowery, Geo. T. Shupert, Edward Sobol, Edward Stasheff.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Artists Representatives Assoc., Inc.

1270 Sixth Ave., New York 20, N. Y.
CIrcle 6-1379

President ..... William Kent
Vice-President ..... Nat Lefkowitz
Vice-President ..... Art Weems
Vice-President ..... Lyman E. Goss, Jr.
Secretary ..... John F. Dugan
Treasurer ..... Nat Kalcheim
Executive Secretary ..... I. Robert Broder

BOARD OF GOVERNORS

John F. Dugan, Herman Fialkoff, Joe Flaum, William Kent, Nat Lefkowitz, Harry Moss, Leon Newman, Sidney J. Page, Al Rickard, Harry Romm, Art Weems, Charles V. Yates.

BRANCH OFFICE

64 West Randolph St., Chicago 1, Ill. Phone, STA. 2215, Lyman E. Goss, Jr., 3rd Vice Pres. of ARA and Pres. of Chicago branch.

FUNCTIONS

ARA is a trade Association of Agents and managers operating in fields of radio, motion pictures, Variety, etc.

Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.
BRyant 9-3550

OFFICERS

International President ..... Paul Dullzell
1st Int. Vice-President ..... George Heller
2nd Int. Vice-President ..... Reuben Guskin
Int. Treasurer ..... Ruth Richmond
Int. Executive Secretary ..... Florence Marston

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, New York
BRyant 9-0845
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Secretary.....M. E. Tompkins
Vice President.....Karl Bauer
Vice President.....Earl B. Hall
Treasurer.....Charles E. Lawrence

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

Association for Education by Radio

228 N. LaSalle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

President: Wm. B. Levenson, Cleveland Public Schools.

Vice President: Franklin Dunham, U. S. Office of Education.

Vice President: Thomas Rishworth, University of Texas.

Secretary: Gertrude Broderick, U. S. Office of Education.

Treasurer: George Jennings, Chicago Radio Council.

FUNCTIONS

To further the cause of radio in education through publication of the Journal of the AER, meetings, conferences, etc.

Assoc. of Canadian Advertisers, Inc.

303 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
ADelaide 8047-8

OFFICERS

President—Harold J. G. Jackson, Chrysler Corp. of Canada, Ltd., Windsor.

Vice-Presidents—George S. Bertram, Swift Canadian Co. Ltd., Union Stock Yards, Toronto; Mrs. Muriel W. Gillespie, Courtaulds (Canada) Ltd., 1220 University Tower, Montreal; J. G. Hagey, The B. F. Goodrich Rubber Co., of Canada Ltd., Kitchener; Lee Trenholm, Underwood Ltd., 135 Victoria St., Toronto; Hedleigh T. Venning, Shirriff's Ltd., 24 Matilda St., Toronto.

Treasurer—J. P. Lyons, Manufacturers Life Insurance Co., 200 Bloor St. E., Toronto.

General Manager—Athol McQuarrie, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto.

Secretary—John A. M. Galilee, Association of Canadian Advertisers Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

D. E. Bankart, Northern Electric Co. Ltd, 1620 Notre Dame W., Montreal· Robert E. Day, Bulova Watch Co. Ltd., 372 Bay Street, Toronto; E. T. Gater, Sterling Products Ltd., Windsor; J. W. Lawrence, The Borden Co. Ltd., Spaidina Crescent, Toronto; John O. Pitt, Canadian Fairbanks-Morse Co. Ltd., 980 St. Antoine Street, Montreal; Neil B. Powter, Howard Smith Paper Mills Ltd., 407 McGill Street, Montreal; M. M. Schneckenburger, The House of Seagram, 1430 Peel Street, Montreal; James F. Scruton, H. J. Heinz Co. of Canada Ltd., 420 Dupont Street, Toronto; A. Usher, RCA Victor Co. Ltd.; 976 Lacasse Street, Montreal; C. H. Willis, Applerord Paper Products Ltd., 78 Stirton Street, Hamilton.

FUNCTIONS

This association was incorporated in March 1917. For 32 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

Association of Inter-American Broadcasters (AIR)

Montevideo, Uruguay

OFFICERS

President.....Lorenzo Balerio Sicco
Vice-President.....Goar Mestre
Secretary.....Eneas Machado de Assis
Directors.....Emilio Azcarraga, Marco Gandasegui

FUNCTIONS

AIR iis an association made up of various associations of radio from Canada to Argentina to protect private broadcasters (principally in South America) from Government enroachment.

Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
MU 7-7242

OFFICERS

President.....Paul B. West
Secretary.....Edward T. Batchelder
Chairman of the Board.....R. B. Brown
(Bristol-Myers Co.)
Vice-Chairman.....W. N. Connolly
(S. C. Johnson & Son)
Vice-Chairman.....W. B. Potter
(Eastman Kodak Co.)
Treasurer.....Albert Brown
(The Best Foods, Inc.)

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

Association of Radio News Analysts

79 Fifth Ave., New York 3, N. Y.
AL. 4-1129

OFFICERS

President.....H. V. Kaltenborn
Vice-Pres.....Elmer Davis
Vice-Pres.....Quincy Howe
Treasurer.....Robert Trout
Asst. Treas.....Cecil Brown
Secretary.....Charles Hodges
Asst. Secy.....Larry Lesueur

EXECUTIVE COMMITTEE

John Daly, John MacVane, Caesar Saerchinger, William Hillman.

FUNCTIONS

ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commentating over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments at the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

The Authors' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 5-6930

OFFICERS

President ..... Paul Gallico
Vice President ..... Helen Hull
Secretary ..... Gilbert W. Gabriel
Executive Secretary ..... Luise M. Sillcox
Assistant Executive Secretary ..... Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, GLadstone 7128, Ann Roth Morgan.

FUNCTIONS

National business organization of authors.

The Authors League of America, Inc.

6 East 39th Street, New York 16, New York
MU. 5-6930

OFFICERS

President ..... Oscar Hammerstein 2nd
Vice President ..... John Hersey
Secretary ..... Peter Lyon
Treasurer ..... Arthur Schwartz
Executive Secretary ..... Luise M. Sillcox
Assistant Executive Secretary ..... Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgan.

FUNCTIONS

The national business organization of authors and dramatists.

The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS

North American Director ..... William R. Reed
Program Director ..... Sam J. Slate
Asst. Program Director ..... Henry Straker
Asst. Program Dept. ..... Lillian Lang
Jr. Asst Program Dept. ..... Marion Moss
Talks Producer ..... Annette Ebsen
Head of Administration ..... Harold F. Burns
Publicity ..... Alice Stamatas

NEWS OFFICES

Lake Success: Phone Fieldstone 7-1100. Bernard Moore, U. N. Correspondent.

Washington: 1150 Connecticut Ave. N. W. Phone Executive 1465. Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President ..... Carl Haverlin
Vice President—General Counsel ..... Sydney M. Kaye
Vice-pres. in charge of finance and treasurer
Charles A. Wall
Vice-pres. in charge of publishers ..... Robert J. Burton
Secretary ..... M. E. Tompkins
Comptroller ..... C. C. Boydston

Board of Directors, Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, BMI, New York; John Elmer, WCBM, Baltimore, Maryland; Robert D. Swezey, Mutual Broadcasting System, New York City; William S. Hedges, National Broadcasting Co., New York City; Leonard Kapner, WCAE, Pittsburgh, Pa.; Joseph A. McDonald, American Broadcasting Co., New York City; Paul Morency, WTIC, Hartford, Conn.; J. Leonard Reinsch, WSB, Atlanta, Ga.; J. Harold Ryan, Fort Industry Company, Toledo, Ohio; Herbert V. Ackerberg, Columbia Broadcasting System, New York City.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Burt Squire, Dorsey Owings.

BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7447
Synchronization Manager ..... Eddie Janis
Prof. Manager ..... Irving Weiss

54 West Randolph St., Chicago 1, Ill.
Phone State 4188.
Executive-in-Charge ..... James Cairns

1534¼ N. Wilcox Ave., Hollywood, Calif.
Executive in charge ..... Richard L. Kirk

360 N. Michigan Ave., Chicago 1, Ill.
Andover 5892-3
Executive in charge ..... Stan Myers

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

BMI Canada, Ltd.

229 Yonge St., Toronto, Ont.
Elgin 0040

OFFICERS

President ..... Carl Haverlin
Vice President ..... Harry Sedgwick, K. C.
Vice President ..... Donald Manson
General Manager ..... Robert J. Burton
Sesretary-Treasurer ..... T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Montreal; Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Rep, Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Dir. Station Relations ..... William Harold Moon
Publications ..... Jean L. Howson
Montreal Rep. ..... Howard Fogg
Research ..... M. E. Hewitt

FUNCTIONS

BMI Canada, Ltd., was organized to buy and publish original music, to coordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

The Bureau of Broadcast Measurement

303 Federal Building, 85 Richmond Street West,
Toronto 1, Ontario, Canada
ADelaide 8047-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.; W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

Canadian Assn. of Broadcasters

2100 Victory Bldg., 80 Richmond St., W.,
Toronto, Ont., Canada
Adelaide 5684

OFFICERS

Chairman of the Board ..... Harry Sedgwick
(CFRB, Toronto)
Hon. President ..... G. R. A. Rice
(CFRN, Edmonton)

Manager-Consulting Engineer.....H. S. Dawson
Secretary-Treasurer.....T. A. Evans
Director of Broadcast Adv.....G. D. Scott
Director of Public Relations.....T. J. Allard

DIRECTORS

Phil Lalonde, CKAC, Montreal, P. Q.; A. Gauthier, CHLT, Sherbrook, P. Q.; Col. K. S. Rogers, CFCY, Charlottetown, P. E. I.: M. Neill, CFNB, Fredericton, N. B.; K. D. Soble, CHML, Hamilton, Ontario; R. Snelgrove, CFOS, Owen Sound, Ont.; A. A. Murphy, CFQC, Shaskatoon, Sask.; A. M. Cairns, CFAC, Calgary, Alta.; G. Henry, CJCA, Edmonton.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade organization of 85 privately owned (independent) broadcasting stations in Canada.

Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
CIrcle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Kathryn W. Givney
Executive Secretary .....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain-Treasurer.....Rev. Gustave de Leon

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Donald R. O'Brien
Vice-President .....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

Chicago Radio Management Club

360 N. Michigan Ave., Chicago 1, Ill.
Franklin 0485

OFFICERS

President .....Mark Smith
Vice-President.....Kay Kennelly
Secretary .....Holly Shively
Treasurer.....Kenneth E. Shepard

FUNCTIONS

To provide a common meeting ground for discussions of problems of radio management, to formulate and maintain standards and principles of fair practice in the industry, to disseminate information relative to current radio trends and to act as a central agency through which radio, advertising, publicity, counsel and similar services may be furnished to governmental, war and allied causes upon demand.

Composers, Authors and Publishers Assn. of Canada, Ltd.

132 St. George St., Toronto 5, Ont., Canada
Phone: Elgin 9219

OFFICERS

President .....Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M., F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Passey
Comptroller.....J. K. Bailey

DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, Allister Grosart, Ralph Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 5-6930

OFFICERS

President .....Moss Hart
Vice-President.....George S. Kaufman
Secretary .....Herbert Kubly
Executive Secretary.....Luise M. Silcox
Assistant Executive Secretary.....Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.
Phone Gladstone 7-7128
Executive in charge.....Ann Roth Morgan

FUNCTIONS

The national business organization of dramatists.

Federal Communications Bar Assn.

1038 National Press Bldg. Washington 4, D. C.
National 7949

OFFICERS

President.....Reed T. Rollo
1st Vice-President.....Carl I. Wheat
2nd Vice-President.....Guilford Jameson
Secretary.....John H. Midlen
Treasurer.....Russell Rowell

EXECUTIVE COMMITTEE

Arthur Scharfeld, Neville Miller, Eliot Lovett, Ben S. Fisher, Philip Hennessey, Ralph Van Orsdel.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Executive Secretary .....Frank C. Goodman
Assistant Executive ....Ethel A. Rich
Program Director.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

Federal Radio Education Committee (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897

OFFICERS

Chairman.....J. W. Studebaker
Vice-Chairman .....Franklin Dunham
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

John W. Studebaker, U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia Dniversity
Elsie Dick, Director of Education, Mutual Broadcasting System
Clifford J. Durr, Commissioner, Federal Communications Commission
William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Willard E. Givens, Executive Secretary, National Education Association
Clye Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Robert B. Hudson, Director of Education, Columbia Broadcasting System
Kathleen N. Lardie, Supervisor of Radio Education, Detroit Public Schools, representing Assn. of Education by Radio
Harold B. McCarty, Director, Station WHA, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Director of Public Afairs, American Broadcasting Company
Mrs. Nathan Straus. Director of Educational Programs, Station WMCA, New York City
Levering Tyson, President, Muhlenberg College
Judith C. Waller, Director of Public Service, Central Division, National Broadcasting Company

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, reg onal and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

Federal Trade Commission

Pennsylvania Ave., at 6th St., N.W.,
Washington 25, D. C.
Executive 6800

PERSONNEL

Chairman.....Robert E. Freer
Commissioner.....Garland S. Ferguson
Commissioner.....Lowell B. Mason
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Secretary.....Otis B. Johnson
General Counsel.....Wm. T. Kelley
Dir. of Office of Legal Investigation..James A. Horton
Director, Radio & Periodical Div.....Donald B. Gatling
Director, Bureau of Litigation....Richard P. Whiteley
Chief Economist.....Dr. Corwin D. Edwards
Director, Bureau of Trade Practice, Conferences and Wool Act Administration.....Henry Miller
Director, Bureau of Stipulations.....P. B. Morehouse

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.
Executive in charge.....Rolf H. Kielland
1118 New Post Office Bldg., Chicago 7, Ill.
Executive in charge.....John H. Bass
133 Federal Office Bldg., San Francisco 2, Calif.
Executive in charge.....Clarence T. Sadler
447 Federal Office Bldg., Seattle 4, Wash.
Executive in charge.....Walter W. Harris
1031 Federal Office Bldg., New Orleans 12, La.
Executive in charge.....William B. Lott

FUNCTIONS

In general, the duties of the Federal Trade Commission are: to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements, boycotts, restraint-of-trade combinations, unlawful price and other discriminations, and other unfair methods of competition and unfair or deceptive acts or practices; to safeguard the health of the consuming public by preventing dissemination of false advertisements of food, drugs, curative devices and cosmetics which may be injurious; to apply to the Commissioner of Patents for cancellation of the registration of trademarks which are in violation of the provisions of the Lanham Trade-Mark Act; to conduct economic investigations of a general or special character on its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

First Advertising Agency Group

30 Vesey St., New York 7, N. Y.
WOrth 2-5884

OFFICERS

President.....W. Arthur Lee
Vice-President .....Thayer Newman
Secretary-Treasurer.....William E. Featherstone

BRANCH OFFICES

Membership in this organization includes the following advertising agencies in the cities indicated: Hevenor Adv. Agency, Albany, New York; Melvin F. Hall Adv. Agency, Inc., Buffalo, N. R.; Almon Brooks Wilder, Inc., Chicago, Ill.; The Keelor & Stites Co., Cincinnati, Ohio; The Lee Donnelley Co., Cleveland, Ohio: Gray & Company, Denver, Colorado; Holden, Clifford, Flint, Inc., Detroit, Michigan; Newman, Lynde & Associates, Inc., Jacksonville, Florida; The Mayers Co., Los Angeles, Calif.; Simon & Gwynn, Inc., Memphis, Tenn.; Lee-Stockman, Inc., New York, N. Y.; A. E. Aldridge, Associate, Philadelphia, Pa.; Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa.; Advertising Inc., Richmond, Va.; The Ridgway Co., Inc., St. Louis, Mo.; W. E. Featherstone Adv. Agency, Salt Lake City, Utah; The Conner Co., San Francisco, Calif.; Stevenson Adv. Service Pty., Ltd., Melbourne, Australia; David, Inc., St. Paul, Minnesota; Patch & Curtis Adv. Agency, Long Beach, Calif.

FUNCTIONS

This organization is a cooperative group of independently owned advertising agencies using identical pendently owned advertising agencies acting as branch offices in the interest of each member.

Greater N. Y. Regional Council (Radio Guild, Local No. 50—UOPWA—CIO)

30 East 29th St., New York 16, N. Y.
MUrray Hill 3-9080

OFFICERS

President.....Chester F. X. Burger
First V. P.....Nat Scott
Second V. P....Helen Lee
Secretary.....Mary Stack
Treasurer.....Nelda Scudder
Radio Guild Rep.....Sylvia Sheridan

FUNCTIONS

A trade union representing white collar and nonprofessional people in the industry.

Richard W. Hubbell and Associates

2101 International Bldg., Rockefeller Center,
New York 20, N. Y.
CI 6-1750

OFFICERS

Alfred N. Goldsmith, Richard W. Hubbell, Thomas H. Hutchinson, Robert Jerome Smith.

BRANCH OFFICES

Engineering Offices
597 Fifth Ave., New York 17, N. Y.
PL 3-4150
Executive in charge.....Dr. Alfred N. Goldsmith
National Press Bldg., Washington 4, D. C.
National 6284
Executive in charge.....Robert Jerome Smith
140 W. 9th St., Cincinnati 2, O.
Cherry 1822
3201 Tareco Dr., Hollywood, Calif.
Hudson 2-5633
Executive in charge.....H. R. McCune

FUNCTIONS

A complete management consultant service for the operating television station, the licensee, and the applicant. Consultant and supervisory assistance in overall planning, economic and financial analysis, studio design, engineering, programming, operational problems, sales development, and public relations. Cooperates with established law firms, consulting engineers, and advertising agencies. Does not handle legal matters, file FCC applications, or sell advertising time or space.

The Institute for Education by Radio

Established 1930
Ohio State University, Columbus 10, Ohio
UNiversity 3148, Extension 708

OFFICERS

Director.....I. Keith Tyler
Executive Secretary.....Ardis Hillman Wheeler

FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders apsonsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the conference is published annually under the title, Education on the Air.

The Institute of Radio Engineers, Inc.

1 East 79th St., New York 21, N. Y.
REgent 7-9600

OFFICERS

President.....B. E. Shackelford
Vice President.....R. L. Smith-Rose
Sr. Past President.....F. B. Llewellyn
Jr. Past President.....W. R. G. Baker

DIRECTORS

Virgil M. Graham, Donald B. Sinclair, Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman, John A. Hutcheson, Theodore A. Hunter, A. Earl Cullum, Jr., Frederick E. Terman, Frederick S. Howes, Julius A. Stratton, James E. Shepherd.

FUNCTIONS

To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

Interdepartment Radio Advisory Committee (IRAC)

Chairman's Office: Federal Communications Commission, Washington 25, D. C.

OFFICERS

Chairman.....Dr. J. H. Dellinger
Vice-Chairman.....S. L. Windes
Secretary.....M. A. Price
Assistant Secretary.....W. F. Bradley
Chairman, Technical Subcommittee.....S. L. Windes

AGENCY AND REPRESENTATIVE

Department of Agriculture.....E. W. Loveridge, Repr., E. C. Wagner, Alt.
Department of Commerce....Dr. J. H. Dellinger, Repr., L. H. Simson, Alt.*
Federal Communications Commission..A. L. McIntosh, Rep., M. A. Price, Alt.*
Department of the Interior....S. L. Windes, Repr., Howard F. Carl, Alt.
Department of Justice.....R. T. Harbo, Repr., H. J. Walls, Alt.
U. S. Maritime Commission.....A. Osborne, Repr., Henry Brown, Alt.
Navy Department.....Comdr. John R. Moore, Repr., Lt. Comdr. L. R. Raish, Alt.*
Department of State.....Capt. John S. Cross, Repr. Lt. Whitney M. Prall, Alt.*
Treasury Department.....Capt. D. E. McKay, Repr., Lt. Comdr. Whitney M. Prall, Alt.*
War Department....Col. A. G. Simson, SC, Repr.,* Lt. Col. C. W. Janes, SC, Alt.

TECHNICAL ADVISORS ACCREDITED TO COMMITTEE:

M. H. Woodward.....FCC
Dr. E. Dilion Smith.....Dept. of Commerce, WB
I. W. Conrad.....Dept. of Justice, FBI
W. Dean.....Navy Department
Lt. Col. Nathaniel White.....War Department

* Also regular representatives on the Technical Subcommittee.

FUNCTIONS

This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature which is confidential.

International Brotherhood of Electrical Workers (AFL)

1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS

International President.....D. W. Tracy
International Secretary.....J. Scott Milne
Asst. to President.....Lawson Wimberly

FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. Local groups of IBEW are in about 60 major cities as local unions, in the United States. Several such groups are chartered in Canada.

The Lambs

130 W. 44th St., New York 18, N. Y.
BRyant 9-8020

OFFICERS

Shepherd.....Raymond Peck
Boy.....Walter N. Greazai
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Bob Hawk

DIRECTORS

Kenneth Webb, Elliott Nugent, Bruce Evans, William J. Kelly, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Ward Wilson, Arthur Maitland, William P. Adams, Frank Fay, John Alexander, Jay Jostyn, Otto Kruger.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Caxton, Fred Waring, John Golden, Raymond Peck.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

Lowell Institute Cooperative Broadcasting Council

28 Newbury St., Boston 16, Mass.
KEnmore 6-8627

OFFICERS

Trustee ..... Ralph Lowell
Director ..... Parker Wheatley
Assistant Director ..... George W. Slade
Council Secretary ..... Marion G. Pushee
Producer ..... Richard Erstein
Assistant Producer ..... Robert W. Chase
Assistant Producer ..... Lawrence Creshkoff
Research Consultant ..... G. H. Harris Huey, Jr
Assistant to the Secretary ..... Elizabeth Raiche

COORDINATORS

Rev. David R. Dunigan, S. J. (Boston College); Prof. S. B. Gould and Edwin H. Ginn, Associate (Boston University); David W. Bailey (Harvard); Prof. John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhauf (Northeastern); and Dean John P. Tilton (Tufts).

FUNCTIONS

The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to radio the content of regular college and university courses. The Council produces series currently being presented in the public interest by all six of Boston's full-time commercial stations.

Market Research Council

c/o V. D. Reed
J. Walter Thompson Co., 420 Lexington Ave.,
New York 17, N. Y.

OFFICERS

President ..... Cornelius Du Bois
Vice President ..... Elmo C. Wilson
Secretary-Treasurer ..... Vergil D. Reed

EXECUTIVE COMMITTEE

Cornelius Du Bois, Elmo C. Wilson, Vergil D. Reed, Robert N. King, Allen B. Sikes.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use of its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession· to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

Mississippi Broadcasters Assn.

OFFICERS

President ..... Gene Tibbett, WLOX, Biloxi
Vice-President ..... Granville Walters, WAML, Laurel
Secretary-Treasurer .... Hugh Smith, WLAU, Laural

DIRECTORS

Gene Tibbett, Chairman, Granville Walters, WAML, Laural, Hugh Smith, WLAU, Laural, Bob McRaney, WCBI, Columbus, C. J. Wright, WFOR, Hattiesburg, Wiley Harris, WJDX, Jackson, L. M. Sepaugh, WSLI, Jackson, Bob Wright, WTOK, Meridian, Emmett McMurray, WJPR, Greenville.

MEMBER STATIONS

WCMA, Corinth; WELO, Tupelo; WROX, Clarksdale; WJPR, Greenville; WGRM, Greenwood; WCBI, Columbus; WROB, West Point; WMOX, Meridian; WLOX, Biloxi; WGCM, Gulfport; WCJU, Columbia; WMIS, Natchez; WCOC, Meridian; WTOK, Meridian; WQBC, Vicksburg; WJDX, Jackson; WSLI, Jackson; WJXN, Jackson, WJQS, Jackson, WRBC, ackson.

FUNCTIONS

This organization was formed to discuss the common problems of the stations throughout the State. The Association has brought about a greater understanding between the broadcasters, thereby improving the individual as well as the over-all operations of the stations throughout the State. The Association's members combine their facilities for special, public, sports and emergency broadcasts, thereby rendering a greater service to the people of the State.

Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board ..... Walter G. Douglas
President ..... Lester Santly
Vice-President ..... Jack Mills
Secretary ..... J. J. Bregman
Treasurer ..... Abe Olman
Agent and Trustee ..... Harry Fox

National Association of Broadcasters

(For Complete Listing See NAB Section, Page 237)

National Association of Disc Jockeys

545 Fifth Ave., New York 17, N. Y.
MUrray Hill 7-9256

OFFICERS

President ..... Barry Gray
Vice President and Treasurer ..... Hugh Douglas
Press Relations ..... Andre Baruch
Secretary ..... William Leyden

BRANCH OFFICES

245 West 51st Street, New York. PL. 7-6720, Fred Robins, Pres.; Eileen O'Connell, Sec.; Bea Wain, Treas.

Sherman Hotel, Chicago, Ill. H. Douglas, Pres.

FUNCTIONS

N.A.D.J. is a Guild designed to assist Disk Jockeys throughout the country in raising the standards of their presentations where necessary; establish scholarships for new talents; give D.J.'s periodical information about artists and the record trade; establish a system of awards to those artists who in the opinion of the Association have done the best work throughout the Year. Establish sick and unemployment benefits for members. The N.A.D.J. newspaper is called "Inside Groove."

National Association of Educational Broadcasters

c/o WOI, Ames, Iowa

OFFICERS

President ..... Richard B. Hull
Vice President ..... John W. Dunn
Executive Secretary ..... M. S. Novik
Treasurer ..... W. I. Griffith

FUNCTIONS

To promote and foster education by radio through encouragement of the non-commercial, education radio stations.

National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President ..... Fred Waring
Vice-President ..... Bing Crosby
Vice-President ..... Meyer Davis
Vice-President ..... Paul Whiteman
Vice-President ..... Al Jolson
Secretary ..... Eddy Duchin
Treasurer ..... Don Voorhees
General Counsel ..... Maurice J. Speiser

BOARD OF DIRECTORS

Fred Waring, Chairman; Connie Boswell, Noel Coward, Bing Crosby, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson,

Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Dick Powell, Fritz Reiner, Fabien Sevitsky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, James J. Walker, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

National Assoc. of Radio News Directors

Station WTAM, NBC Bldg., Cleveland 14, Ohio
CHerry 0942 ext. 17

OFFICERS

President ..... John Hogan
Station WCSH, Portland, Maine
1st Vice-President ..... Sig Mickelson
Station WCCO, Minneapolis, Minn.
2nd Vice-President ..... Jack Shelley
Station WHO, Des Moines, Iowa
Treasurer ..... John Murphy
Station WCKY, Cincinnati, Ohio
Executive Secretary ..... Edward Wallace
Station WTAM, Cleveland, Ohio

BOARD OF DIRECTORS

The aforementioned officers with exception of executive secretary Edward Wallace. Also Tom Eaton, station WTIC, Hardford, Conn.; Jack Krueger, station WTMU, Milwaukee, Wisc.; Robert Mahoney, station KWKH, Shreveport, La.; Soren Munkhof, station WOW, Omaha, Neb.; Leslie Ford, stations WGR-WKBW, Buffalo, N. Y.; Bob Redeen, station WOC, Davenport, Iowa; Bob Eastman, station KOMA, Oklahoma City, Okl.; Ben Chatfield, station WMAZ, Macon Ga.; Dave Kessler, station WHAM, Rochester, N. Y.

FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news editors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

National Association of Station Representatives (NARSH)

c/o Weed & Co., 350 Madison Ave., N. Y. 17, N. Y.
MUrray Hill 7-7772

OFFICERS

President ..... Paul H. Raymer
Vice-President ..... H. Preston Peters
Treasurer ..... Lewis H. Avery
Secretary ..... Joseph J. Weed

MEMBERS

Avery-Knodel Inc., John Blair & Company, The Bolling Company Inc., The Branham Company, Burke Kuipers & Mahoney Inc., Burn Smith Company Inc., Capper Publications Inc., Thomas F. Clark Company Inc., Forjoe & Company, Free & Peters Inc., The Friedenberg Agency Inc., Ilman Nicoll & Ruthman, W. S. Grant Company Inc., Homer Griffith Company, Headley-Reed Company, George P. Hollingbery Company, The Katz Agency Inc., Lorenzen & Thompson Inc.,McGeehan & O'Mara Inc., Joseph Hershey McGillvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Petry & Compan, Inc., Radio Advertising Company, Paul H. Raymer Company Inc., Sears & Ayer Inc., Taylor-Howe-Snowden Radio Sales Inc., Walker Company Inc., Weed & Company, Adam J. Young Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President ..... R. P. Clayberger
Vice-President ..... Warren Agry
Secretary ..... Harry Dwight Smith
Treasurer ..... John L. Anderson
General Manager ..... Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
COlumbus 5-0956-7

OFFICERS

President ..... Louis Handin
First Vice-President ..... Jack O'Brien
Second Vice-President ..... Harry Jackson
Treasurer ..... Al Friedman
Secretary ..... Rosa Crouch

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

Nebraska Broadcasters Association

Norfalk Ave. and Sixth St., Norfalk, Nebr.
Phone: 432

President ..... Harry D. Peck
(KFOR, Lincoln)
Vice-President ..... L. L. Hilliard
(KOLT, Scottsbluff)
Secretary-Treasurer ..... Bob Thomas
WJAG, Norfolk)
Director ..... John Alexander
(KODY, North Platte)
Director ..... Wick Heath
(KMMJ, Grand Island)
NAB Representative ..... John J. Gillin, Jr.
(WOW, Omaha)

FUNCTIONS

Matters of Mutual Cooperation.

North Carolina Assn. of Broadcasters

Radio Station WKNS, Kingston, N. C.
Office of the Secretary

OFFICERS

President ..... Harold Essex
Vice President ..... Robert M. Wallace
Secretary-Treasurer ..... James W. Campbell
Director ..... J. Frank Jarman
Director ..... Allen Wannamaker

FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

Ohio Association of Broadcasters

22 E. Gay St., Columbus 15, Ohio
Phone, Adams 1101

OFFICERS

President ..... John Pattison Williams
Vice-President ..... E. Y. Flanigan
Secretary-Treasurer ..... Carl M. Everson

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

Pennsylvania Broadcasters Assn.

P. O. Box 11, Harrisburg, Pa.

OFFICERS

President.....George D. Coleman
(WGBI, Scranton)
Vice-President.....Roy F. Thompson
(WFBG, Altoona)
Treasurer.....Dr. Leon Levy
(WCAU, Philadelphia)
Secretary.....C. G. Moss
(WKBO, Harrisburg)

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Santly
Second Vice-President.....Charles Warren
Third Vice-President .....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
8360 W. First St., Los Angeles, Calif
Regional Director.....Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director .....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

The Radio Club of America, Inc.

11 W. 42nd St., New York 18, N. Y.
LOngacre 5-6622

OFFICERS

President.....Jerry B. Minter
Vice-President.....R. M. Akin, Jr.
Treasurer.....J. J. Stanley
Corresponding Secretary.....George C. Connor
Recording Secretary.....J. H. Bose

DIRECTORS

E. V. Amy, E. H. Armstrong, R. R. Batcher, G. E. Burghard, Alan Hazeltine, Harry Sadenwater, J. M. Morelock, A. G. Richardson, P. P. Goldsmith, B. D. Loughlin, L. C. F. Horle, H. W. Houck, F. A. Klingenschmitt, Paul Ware.

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

Radio Council—WBEZ (FM)

Chicago Public Schools
228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

Superintendent of Schools.....Herold C. Hunt

OFFICERS

Director .....George Jennings
Program Director.....Elizabeth E. Marshall
Production Head.....Robert R. Miller
Chief Engineer .....E. H. Andresen
News Editor.....Beulah Reogge
Chief Announcer.....Malcolm Reeves
Continuity.....Mary L. Morgan
Writer.....Julia Mary Hanna
Writer.....Juliet F. Magner
Music.....David Nyvall, Jr.

FUNCTIONS

A production unit for the schools of Chicago and Cook County, operating own FM station and using commercial facilities, with major emphasis upon elementary and high school programs. Produces in cooperation with many other civic and public service organizations. Sponsors the annual School Broadcast Conference.

Radio Directors Guild

A. F. of L.
The Gladstone
114 E. 52nd St., New York 22, N. Y.
PLaza 9-0875

OFFICERS

President .....Earle McGill
Vice-President.....Thomas Freebairn Smith
Vice-President .....Burr Lee
Vice-President .....George Zachary
Secretary .....Phil Cohan
Treasurer.....Anton M. Leader
National Executive Secretary....Newman H. Burnett

BRANCH OFFICES

114 E. 52nd Street, New York, N. Y.
PLaza 9-0875
President .....William Sweets
203 N. Wabash, Rm. 506, Chicago, Ill.
Andover 5458
President .....Burr Lee
6000 Sunset Blvd., Hollywood, Calif.
President .....Thomas Freebairn-Smith

FUNCTIONS

An organization to advance, foster, promote and benefit the interests of directors and associate directors of radio and television programs and to protect and secure their rights in their professional activities.

Radio Executives Club of New York

President's Office
30 Rockefeller Plaza, New York 20, N. Y.
CIrcle 7-8300

OFFICERS

President .....William Hedges
Vice-President .....Regina Schuebel
Secretary .....Claude Barrere
Treasurer .....Ralph Weil

FUNCTIONS

Promote and encourage the use of radio broadcasting as a medium of advertising; create a lasting fraternity of the persons engaged in radio broadcasting and its allied fields; provide for a common meeting place; promote a better understanding among members of the problems confronting the industry; disseminate information pertaining to radio which may be of mutual interest and value to members and the industry. The REC hold meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS

President.....Max F. Balcom
(Sylvania Electric Products, Inc.)
Executive Vice-Pres.-General Manager...Bond Geddes

Treasurer.....Leslie F. Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
Vice-President.....R. E. Carlson
(Tung-Sol Lamp Works, Inc.)
Vice-President.....J. J. Kahn
(Standard Transformer Corp.)
Vice-President .....Allen Shoup
(Sound, Inc.)

DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; Monte Cohen, The F. W. Sickles Co.; R. C. Cosgrove, Crosley Division, Avco Manufacturing Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; F. A. Hiter, Stewart-Warner Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plamondon, Jr., The Indiana Steel Products Co.; lenn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co.; A. Blumenkrantz, General Instrument Corp.; Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.: Paul V. Galvin, Motorola, Inc.; George R. Haase, Operadio Mfg.; Lloyd A. Mammarlund Mfg. Co., Inc.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg. Co.; David Wald, DeWald Radio Mfg. Corp.; E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & Television Corp.: H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Ray . Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Sound, Inc.; Harry G. Sparks, The Sparks-Withington Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Electric Co.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada

Room 302, 159 Bay St., Toronto 1, Ont., Canada
Adelaide 1531

OFFICERS

President.....S. L. Capell
(Philco Corp. of Canada Ltd., Toronto)
Vice-President.....F. R. Deakins
(RCA Victor Co. Ltd., Montreal)
Chairman, Parts Division.....D. Lou Harris
(Radio Components Ltd., Toronto)
Vice- Chairman, Parts Division.....Tom Fleming
(Kester Solder Co. of Canada Ltd., Brantford, Ont.)
Chairman, Engineering Comm.....S. Sillitoe
(Northern Electric Co. Ltd., Montreal)
Vice-Chairman, Eng. Comm.....F. H. R. Pounsett
(Stromberg-Carlson Co. Ltd., Toronto)
Chairman, Service Comm.....C. O. Baldwin
(Philco Corp. of Canada Ltd., Toronto)
Vice-Chairman, Service Comm.....E. C. Dahmer
(Dominion Electrohome Ind. Ltd., Kitchener, Onario)
Executive Secretary.....S. D. Brownlee
(Radio Mfgs. Assoc. of Canada, Toronto)

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

Radio Script & Transcription Exchange

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

STAFF

Chief .....Franklin Dunham
Radio Education Specialist.....Gertrude G. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

Radio Service, Office of Information, Department of Agriculture

Washington 25, D. C.
Republic 4142 Extension 5163

OFFICERS

Assistant Director of Information in charge of Radio and Video.....Kenneth M. Gapen

FUNCTIONS

Supervises and coordinates radio and television activities of the Department of Agriculture—both departmental and field services. Cooperates with the radio industry in network farm broadcasting. Examples, The National Farm and Home Hour over the National Broadcasting Company's network; The American Farmer over The American Broadcasting Company's network. Regularly furnishes background information from USDA to individual stations with farm service programs; occasionally furnishes transcriptions.

Radio Technical Planning Board

1 East 79th St., New York 21, N. Y.
REgent 7-9500
Chairman .....Haraden Pratt
Vice-Chairman.....A. N Goldsmith
Treasurer .....Will Baltin
Secretary.....G. W. Bailey

FUNCTIONS

The RTPB formulates plans for the technical future of the radio industry and services, including frequency allocations and systems standardization, in accordance with the public interest and the technical facts. The Planning Board advises government, industry and the public of its recommendations. Such planning is restricted to engineering considerations.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.
MUrray Hill 6-5251-2-3

OFFICERS

National President.....Sam Moore
Vice-Presidents: Eastern Region.....Erik Barnouw
Midwestern Region.....Welbourn Kelley
Western Region.....Rod Holmgren, Sam Moore

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458, Room 506, Cerry Revzin, Secy. Hollywood 1655 N. Cherokee Ave., Phone, Hollywood 3601, Michael Davidson, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

Rocky Mountain Radio Council

21 East 18th Ave., Denver 2, Colo.
KEystone 5306

OFFICERS

President.....W. D. Armentrout
Secretary.....H. M. Crain
Treasurer.....C. C. Moore
Director .....Allen Miller

EXECUTIVE COMMITTEE

A. Helen Anderson, Robert L. Stearns, Caleb Gates, Thurston J. Davies.

FUNCTIONS

The Rocky Mountain Radio Council is a non-profit corporation representing over 30 educational and public service organizations and more than 20 radio stations. It was formed to give professional aid to educational and public service organizations in the planning, preparation and production of their radio broadcasts. In 1946 it produced 639 programs for 15 organizations which were rebroadcast 3578 times from 26 commercial radio stations in the Rocky Mountain region. Recording studios and facilities are available for quality commercial work.

School Broadcast Conference

228 N. La Salle St., Chicago 1, Ill.
Dearborn 7801

OFFICERS

Director .....George Jennings
(Director, Radio Council, WBEZ, Chicago)

EXECUTIVE COMMITTEE

Judith Waller, NBC, Chicago; Elizabeth E. Marshall, Radio Council, WBEZ, Chicago.

PROGRAM COMMITTEE

Dorothy Blackwell, St. Louis Public Schools; Donald Cawelti, Winnetka Public Schools! Stephen Corey, University of Chicago; Franklin Dunham, U. S. Office of Education; Gertrude Golden, Philadelphia Public Schools; Arman Hunter, Temple University; Kathleen N. Lardie, Detroit Public Schools, WDTR; William Levenson, Cleveland Public Schools, WBOE; James Macandrew, New York City Schools, WNYE; Harold B. McCarty, WHA, University of Wisconsin; Allen Miller, Denver; Clarence Morgan, Indiana State Teachers College; James Morris, Oregon State College, KOAC; William Sener, University of Southern California, KUSC.

FUNCTIONS

The School Broadcast Conference holds an annual three day meeting in the fall of each year in Chicago· it serves as a clearing house for information and publications concerned with school and university broadcasting throughout the year. It also auditions discs and transcriptions and recommends them to schools for classroom use.

SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President .....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke

FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York 18, N. Y.
LOngacre 4-8574

OFFICERS

President .....Sholom Secunda
Vice-President-Treasurer.....Joseph M. Rumshinsky
Secretary.....Henry Lefkowitch
General Manager.....Salom J. Perlmutter

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers, Inc.

342 Madison Ave., New York 17, N. Y.
MUrray Hill 2-2185

OFFICERS (As of Jan. 1, 1948)

President.....Loren L. Ryder
Past-President.....Donald E. Hyndman
Executive Vice-President.....Earl I. Sponsable
Engineering Vice-President.....John A. Maurer
Editorial Vice-President.....Clyde R. Keith
Financial Vice-President.....James Frank, Jr.
Convention V.ce-President.....William C. Kunzmann
Secretary .....G. T. Lorance
Treasurer.....R. B. Austrian
Executive Secretary.....Boyce Nemec

FUNCTIONS

The advancement of motion picture engineering and the allied arts and science; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication.

Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President .....Sigmund Romberg
V.ce-President.....Charles Tobias
Second Vice-President.....Jesse Greer
Secretary.....Peter De Rose
Treasurer .....Abel Baer
Counsel .....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Paul Cunningham, Ira Girshwin, Ferde Grofe, Oscar Hammerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coots, Milton Drake, Jesse Greer, Otto Harbach, Ray Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

Southern California Broadcasters' Association, Inc.

542 S. Broadway, Los Angeles 13, Calif.
Michigan 8654

OFFICERS

President.....William J Beaton, KWKW
Vice-President.....Ernest Spencer, KVOE
Secretary-Treasurer.....Thelma Kirchner, KGFJ; Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.
Executive Secretary.....Ethel Bell Mack, SCBA

FUNCTIONS

A non-profit organization whose membership comprises 38 radio stations and 4 networks of southern California. Purpose: to promote cooperation and Understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

Sports Broadcasters Association (New York Chapter)

1540 Broadway, New York 19, N. Y.
BRyant 9-1407

OFFICERS

President ..... Ted Husing
Vice President ..... Marty Glickman
Vice President ..... Guy Lebow
Treasurer ..... Andy Lang
Secretary ..... Joe Hase
Membership Chairman ..... Jimmy Dolan
Public Events Chairman ..... Red Barber
Club Contacts Chairman ..... Mel Allen
Entertainment Chairman ..... Stan Lomax

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
LAckawanna 4-4788

OFFICERS

President ..... Jack R. Poppele
Vice-President ..... John F. Royal
Secretary-Treasurer ..... Will Baltin
Assistant Secretary-Treasurer ..... Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Farle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

Washington State Association of Broadcasters

c/o Station KTBI, Tacoma, Wash.
Broadway 2241

OFFICERS

President ..... H. J. Quilliam
Vice President ..... O. A. Runchey
Secretary-Treasurer ..... Robert Priebe
Director ..... Richard Dunning
Director ..... James Wallace

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington.

Western Association of Broadcasters

1000 Southam Bldg.
Calgary, Alberta, Canada
R-1036

OFFICERS

President ..... A. M. Cairns

DIRECTORS

G. R. A. Rice, William Guild, A. A. Murphy.

FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

ONLY

RADIO LUXEMBOURG

COVERS EUROPE

200,000 WATTS
18 HOURS PER DAY
82% TOTAL RADIO HOMES
50% AVERAGE LISTENERSHIP
(France and Belgium)

Exclusive Representation:

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Informations et Publicite, Paris

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Radio Luxembourg Advertising, Ltd., London

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GRamercy 5-5463

MEXICO

THE NEW SALES FRONTIER IS *SOUTH*

MEXICO . . . *4th Largest U. S. World Market*

KNOWLEDGE
of the people and their buying habits.

EXPERIENCE
with successful campaigns of U. S.'s most successful sponsors.

FACILITIES
to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1946 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is a new world of trade for advertisers like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 116 stations of Radio Programas de Mexico. RPM covers *all* the Mexican (Central and South American) market. Its 50,000 watters pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 116 stations of RPM.

RPM
RADIO PROGRAMAS DE MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System — *The New Sales Frontier is South*

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Pres. • Clemente Serna Martinez, V. Pres. & Gen. Mgr.

INTERNATIONAL

International Broadcast Stations
Of The United States

•

CBS and NBC Latin-American Networks

•

Mexico

•

Central America

•

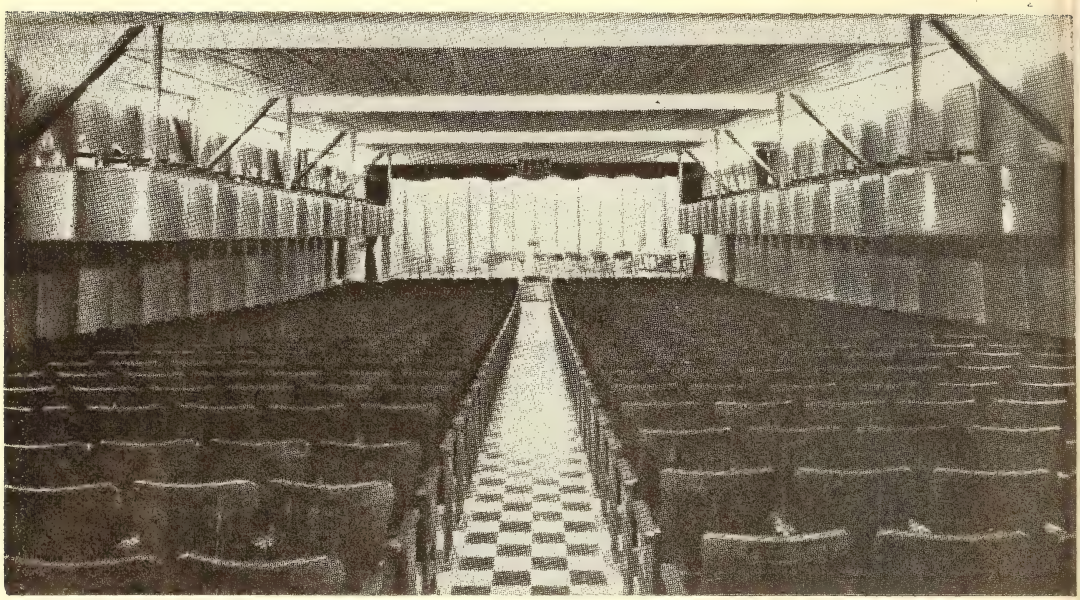
South America

RHC

COMBINES

SHOWMANSHIP *plus:* SALESMANSHIP

FOR BEST RESULTS IN CUBA



The largest and most modern radio auditorium in Latin America, seating 1,000. Built with the policylindrical acoustic system of moving panels. Using post-war RCA studio equipment. With an 80 ton General Electric air conditioning equipment, 4 times larger than that of any other radio station in Cuba.

Broadcasting through the *eight* stations that comprise the FIRST TELEPHONE WIRED NETWORK OF CUBA that blankets the whole island

PINAR DEL RIO
HAVANA
HAVANA (Short wave)
SANTA CLARA

SANTA CLARA (Short wave)
CAMAGUEY
HOLGUIN
SANTIAGO DE CUBA

For rates and prompt information, write or wire.

Representative: CLARK-WANDLESS CO., 205 East 42nd St., New York City

RHC CADENA AZUL

PRADO 53 HAVANA, CUBA

MUrray Hill 4-6317

INTERNATIONAL BROADCAST STATIONS IN THE UNITED STATES

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
The Associated Broadcasters, Inc. San Francisco, California	KWID	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	100 kw
The Associated Broadcasters, Inc. San Francisco, California	KWIX	6060, 9570, 11870, 11890, 11900, 15290, 17760, 21610	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCBN	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCBX	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCDA	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	10 kw
Columbia Broadcasting System, Inc. Brentwood, Long Island	WCRC	6060, 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey	WOOC	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Wayne, New Jersey	WOOW	6120, 9650, 9700, 11810, 15130, 17830, 21500	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBA	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBF	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	50 kw
Columbia Broadcasting System, Inc. Delano, California	KCBR	6170, 9670, 9700, 9750, 11770, 11810, 15130, 15150, 15330, 17780, 21460	200 kw
The Crosley Corporation Bethany, Ohio	WLWL	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio	WLWR	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Bethany, Ohio	WLWS	6080, 9550, 9700, 11710, 11810, 15250, 15350, 21650, 21690	200 kw
The Crosley Corporation Mason, Ohio	WLWK	6080, 9590, 11710, 11790, 15250, 17800, 21650	50 kw
The Crosley Corporation Mason, Ohio	WLWO	6080, 9590, 11710, 11790, 15250, 17800, 21650	75 kw
General Electric Company Schenectady, New York	WGEA	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	50 kw

General Electric Company Schenectady, New York	WGEO	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	100 kw
General Electric Company Schenectady, New York	WGEX	6190, 9530, 9550, 11770, 11810, 15330, 17880, 21500, 21590	25 kw
General Electric Company Belmont, California	KGEI	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	50 kw
General Electric Company Belmont, California	KGEX	6190, 9530, 9550, 9670, 11730, 11790, 15130, 15210, 15330, 17780, 17880	100 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNBI	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WRCA	6100, 9670, 11870, 11893, 15150, 17780, 21630	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRA	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRE	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRI	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Bound Brook, New Jersey	WNRX	6100, 9670, 11830, 11870, 15280, 18160, 21610, 21730	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBA	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBI	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	50 kw
National Broadcasting Co., Inc. Dixon, California	KNBX	6060, 6120, 9650, 9700, 11790, 11890, 15250, 15330, 17780, 21630	200 kw
Westinghouse Radio Stations, Inc. Hull, Mass.	WBOS	6140, 9570, 11870, 15210, 17780, 21540	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUA	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUL	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	WRUS	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	50 kw
World Wide Broadcasting Corp. Scituate, Mass.	*WRUW	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	20 kw
World Wide Broadcasting Corp. Scituate, Mass.	**WRUX	6040, 9570, 9700, 11730, 11790, 15130, 15290, 15350, 17750, 21460, 25600	10 kw

* Used partially by World Wide for its own broadcasts.
** Used exclusively by World Wide for its own broadcasts.

La Cadena De Las Americas

(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

—*PERSONNEL*—

Director of Shortwave Broadcasts and Latin American Relations	Edmund Chester
Assistant Director of Shortwave Broadcasts	John W. Hundley
Executive Assistant in Charge of Operations	Tony Kraber
Shortwave News Director	Lawrence S. Haas
Asst. Director of Latin American Relations	Roberto Unánue
Assistant in Charge of Program Planning	Merrill C. Phillips
Supervisor of Press Information and Listener Relations	Margaret E. Kennedy
Supervisor of Production	Russ Johns
Supervisor of Script Dept.	Isabel Redman
Supervisor of Talks Programs	Jean MacInnis
Editor of Special Programming for Latin America	Carlos Videla
Supervisor of Spanish Section	Tomás Pérez
Supervisor of Portuguese Section	Luís Játoba
Day Editor, Shortwave News	Mortimer Dank
Night Editor, Shortwave News	Henry Lepidus
Shortwave News Analysis	Frederick Silber
Feature Editor, Shortwave News	Dan Harvey
Far East Editor, Shortwave News	Ruth Lewis

ARGENTINA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
LR3	Radio Belgrano	Buenos Aires	950	50000
LRY	Radio Belgrano	Buenos Aires	9460	50000
LRY1			6090	50000
	—*Radio Belgrano Network*—			
LU7	Radio Bahia Blanca	Bahia Blanca	900	5000
LV2	Radio Central	Cordoba	960	5000
LT7	Radio Corrientes	Corrientes	1340	10000
LT8	Radio Rosario	Rosario	840	3000
LV1	Radio Colon	San Juan	560	10000
LV4	Radio San Rafael	Mendoza	690	5000
LV11	Radio del Norte	Santiago del Estero	1170	500
LT14	Radio General Urquiza	Parana	—	—
LT15	Radio Concordia	Concordia	—	—
LV12	Radio Aconquija	Tucuman	580	15000
LV14	Radio La Rioja	La Rioja	1330	5000
LV10	Radio Cuyo	Mendoza	1210	10000
LV13	Radio San Luis	San Luis	1250	5000
ZP5	Radio Encarnacion	Encarnacion, Paraguay	920	5000
ZPA5	Radio Encarnacion	Encarnacion, Paraguay	950	3000
CXA8	Radio Real de San Carlos	Colonia, Uruguay	9620	20000
CXA14	Radio Real de San Carlos	Colonia, Uruguay	11820	1000
LRR	Radio Ovidio Lagos	Rosario	11887	10000
LRRI	Radio Ovidio Lagos	Rosario		

BOLIVIA

CP4	Radio Illimani	La Paz	1020	250
CP5	Radio Illimani	La Paz	6200	250

CHILE

CB57	Radio Sociedad Nacional de Agricultura	Santiago de Chile	570	6000
CB1180	Radio Sociedad Nacional de Agricultura	Santiago de Chile	11800	1000
CB90	Radio Sociedad Nacional de Agricultura	Valparaiso	900	1000

COLOMBIA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
HJAG	Emisora Atlantico	Barranquilla	1050, 4905	1000
HJAH	Emisora Atlantico	Barranquilla	1080	1000
HJCS	Radio Continental	Bogota	920	5000
HJEB	La Voz del Valle	Cali	1150	1000
HJED	La Voz del Valle	Cali	4825	1000
HJAP	Radio Colonial	Cartagena		
HJAR	Radio Colonial	Cartagena		
HJFB	Radio Manizales	Manizales	6105	6000
HJFD	Radio Manizales	Manizales	1390	1000
HJDT	Radio Nutibara	Medellin	1150	500
HJFF	Ondas del Otun	Pereira	1350	1000
HJFK	La Voz Amiga	Pereira	6097	2500
HJBJ	La Voz de Santa Marta	Santa Marta	1370	1200

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	5000
TIPG	La Voz de la Victor	San Jose	9615	2500

CUBA

CMJN	RHC Cadena Azul	Camaguey	740	1000
CMCY	RHC Cadena Azul	Havana	590	15000
COCY	RHC Cadena Azul	Havana	11470	1000
CMKY	RHC Cadena Azul	Holguin	600	1000
CMAN	RHC Cadena Azul	Pinar del Rio	1300	1000
CMHI	RHC Cadena Azul	Santa Clara	570	15000
COHI	RHC Cadena Azul	Santa Clara	6450	5000
CMKN	RHC Cadena Azul	Santiago de Cuba	930	1000

DOMINICAN REPUBLIC

HIIZ	Broadcasting Nacional	Ciudad Trujillo	6312	500
HIZ	Broadcasting Nacional	Ciudad Trujillo	1350	250

ECUADOR

HC2AJ	Compania del Ecuador	Guayaquil	1050	1000
HC2AK	Compania del Ecuador	Guayaquil	9310	1000
HCQR	Radio Quito	Quito	1340	250
HCQRX	Radio Quito	Quito	5970	250
HCBS	Radio Bolivar	Quito	1304	250
HCBT	La Voz de la Libertad	Quito	9355	250

EL SALVADOR

YSP	La Voz de Cuscatlan	San Salvador	760	250
YSP1	La Voz de Cuscatlan	San Salvador	780	115
YSPA	La Voz de Cuscatlan	San Salvador	9575	——
YSPB	La Voz de Cuscatlan	San Sanvador	6150	350

GUATEMALA

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
TGW	La Voz de Guatemala	Guatemala City	610	10000
TGWA	La Voz de Guatemala	Guatemala City	9685	10000
			15170	——
TGWB	La Voz de Guatemala	Guatemala City	6460	1000
TGWC	La Voz de Guatemala	Guatemala City	1520	1000

HAITI

HHW	Station de Radiofifusion	Port-au-Prince	1230	150
HH3W	Station de Radiofifusion	Port-au-Prince	9890	250

HONDURAS

HRN	La Voz de Honduras	Tegucipalpa	5875	750

MEXICO

XEQ	Radio Pan Americana, S.A.	Mexico City	940	50000
XEQQ	Radio Pan Americana, S.A.	Mexico City	9680	1000
XEA		Campeche, Cam.	1370	1000
XEBU		Chihuahua, Chih.	1260	500
XEBL	La Voz del Noroeste	Culiacan, Sin.	1260	500
XEHL		Guadalajara, Jal.	1370	500
XEHQ		Hermosillo, Son.	590	300
XEDS		Mazatlan, Sin.	1420	500
XEFC	La Voz de Yucatan	Merida, Yuc.	1340	250
XEGW	Acambaro			
XEMR	Enrique Serna Martinez	Monterrey, N.L.	1370	500
XELQ	Radio Comercial	Morelia, Mich.	1270	250
XEAX	Alvaro Rodriquez A.	Oaxaca, Oax.	1270	500
XEHR	Manuel R. Canalo	Puebla, Pue.	1090	250
XEBM		San Luis Potosi	1260	150
XETU	Juan Perez Cardonas	Tampico, Tams.	1460	1000
XEDN	Alejandro O. Stevenson, Jr.	Torreon, Coah.	1260	250
XEHV	Juan A. Palavicini	Veracruz, Ver.	1310	1000
XENC		Celaya	1450	250
XEON	Tuxtla Gutierrez			
XEAG		Cordoba	1280	250
XEJT		Guanajuato	570	250
XEWE		Irapuato	1420	100
XEFM		Leon	1270	100
XEPP		Orizaba	1450	150
XEDE		Saltillo	1400	150
XEVV		Villahermosa		

NICARAGUA

YNOW	La Voz de la America Central	Managua	6850	800

PANAMA

HOC	Cadena Panamena de Radiodifusion	Panama City	1440	1000
HP5A	Cadena Panamena de Radiodifusion	Panama City	11700	1000
HOD	Cadena Panamena de Radiodifusion	David (Panama)		
HOS	Cadena Panamena de Radiodifusion	Colon		

PARAGUAY

Call Letters	*Station Name and/or Owner*	*Location*	*Frequency Kilocycles*	*Power Watts*
ZP3	Radio Teleco	Asuncion	700	12000
ZPA3	Radio Teleco	Asuncion	11850	1200

PERU

OAX6C	Radio Continental	Arequipa	1370	300
OAX6D	Radio Continental	Arequipa	9500	250
OAX6E	Radio Continental	Arequipa	6235	300
OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4U	Radio America	Lima	1030	1000
OAX4V	Radio America	Lima	5940	500
OAX4W	Radio America	Lima	9440	500

PUERTO RICO

WKAQ		San Juan	620	5000

URUGUAY

CX16	Radio Carve	Montevideo	850	50000
CX24	La Voz del Aire	Montevideo	1010	5000
CXA8	Short Wave	Colonia	9620	20000
CXA14	Short Wave —*Radio Carve Network*	Colonia	11820	1000
CW1	Radio Popular	Colonia	550	4500
CW31	Salta Broadcasting	Salta	1120	250
CW39	La Voz de Paysandu	Paysandu	1320	100
CW41	Broadcasting San Jose	San Jose	1360	050
CW43B	Radio Internacional	Rivera	1480	750
CW51	Radio Maldonado	Maldonado	1560	500
CW53	Radio Cerro Largo	Melo	1580	250
CX52	Radio Litoral Soriano	Mercedes	1570	500

VENEZUELA

YV5RG	Ondas Populares	Caracas	1010	1000
YV5RU	Ondas Populares	Caracas	6070	2232
YV6RA	Ecos Del Orinoco	Ciudad Bolivar	1400	750
YV6RU	Ecos Del Orinoco	Ciudad Bolivar	4790	1000
YV7RA	Radio Sucre	Cumana	1220	400
YV7RB	Radio Sucre	Cumana	3470	750
YVIRA	Ecos Del Zulia	Maracaibo	1300	200
YVIRV	Ecos Del Zulia	Maracaibo	4750	300
YV4RE	Radio Valencia	Valencia	1400	1000
YV4RP	Radio Valencia	Valencia	3460	1000

La Cadena Panamericana
(The Pan American Network)
of the
NATIONAL BROADCASTING COMPANY

—*PERSONNEL*—

Vice President in charge of News and Special Events and International Relations.....William F. Brooks
Assistant to the Vice President.....Fred B. Bate
Assistant to the Vice President.....Stanley P. Richardson
Radio Facilities Engineer.....Raymond F. Guy
Director of Station Relations.....Cal J. Abraham
Day Program Supervisor.....Frank W. Nesbitt
Chief, Spanish-Language Section.....Alberto N. Gandero
Chief, Portuguese-Language Section.....James I. Christie
Production Manager.....Raymond S. Green
Supervisor of Music Section.....Edith Roth
Chief of Traffic Section.....Earl Harder

ARGENTINA

Radio Splendid Network (Red Argentina de Emisoras Splendid)

Station	*Name*	*Location*	*Kilocycles*	*Watts*
LR4	Radio Splendid	Buenos Aires	990	50000
LRS	Radio Splendid	Buenos Aires	9320	25000
LRS1	Radio Splendid	Buenos Aires	6065	10000
			5985	10000
LRS2	Radio Splendid	Buenos Aires	11970	5000
LW1	de la Red Splendid	Cordoba	790	20000
LT2	de la Red Splendid	Rosario	1230	20000
LU3	de la Red Splendid	Bahia Blanca	1150	10000
LV6	de la Red Splendid	Mendoza	630	10000
LT4	de la Red Splendid	Posadas	1010	2500
LU5	de la Red Splendid	Neuquen	1130	2500
LW8	de la Red Splendid	Jujuy	1130	2500
LW7	de la Red Splendid	Catamarca	730	2000
LU4	Radio Comodoro Rivadavia	C. Rivadavia	640	1500
LU6	Radio Atlantica	Mar del Plata	1300	1500
LU8	Radio Bariloche	Bariloche	1130	1500
LU12	Radio Rio Gallegos	Rio Gallegos	680	1500

BOLIVIA

CP20	Radio El Condor	La Paz	900	1000
CP15	Radio El Condor	La Paz	5875	1500
CP18	Radio El Condor	Oruro	6140	250
CP1	Radio Chuquisaca	Sucre	9500	800
CP41	Radio Chuquisaca	Sucre	1325	80
CP22	Radio Internacional	Potosi	6130	1000

CHILE

CB114	Corporacion Chilena de Broadcasting y Television, S. A.	Santiago	1140	50000
CB84	Radio La Union de Recreo	Valparaiso	840	3000
CD69	Radio La Frontera	Temuco	690	1200
CC117	Radio Simon Bolivar	Concepcion	1170	1000
CA108	Radio La Serena	La Serena	1080	1500
CA141	Radio El Loa	Antofagasta	1410	3000

COLOMBIA

Station	Name	Location	Kilocycles	Watts
HJCC	La Voz de Bogota	Bogota	870	5000
HJCE	La Voz de Bogota	Bogota	1000	1500
HJCF	La Voz de Bogota	Bogota	6240	1000
HJCR	Radiodifusora Nacional	Bogota	1200	1000
			690	5000
HJCT	Radiodifusora Nacional	Bogota	6200	10000
HJCQ	Radiodifusora Nacional	Bogota	4955	2500
HJDK	La Voz de Antioquia	Medellin	770	10000
HJDE	La Voz de Antioquia	Medellin	6145	10000
HJAN	Emisoras Unidas	Barranquilla	730	10000
HJAB	Emisoras Unidas	Barranquilla	4875	5000
HJAB-FM	Emisoras Unidas	Barranquilla	90 mc	500
HJGK	Radio Santander	Bucaramanga	1280	1000
HJGB	Radio Santander	Bucaramanga	4775	2500
HJFE	La Voz de Pereira	Pereira	1170	1000
HJFA	La Voz de Pereira	Pereira	6054	5000
HJAF	Emisoras Fuentes	Cartagena	1240	1000
HJAE	Emisoras Fuentes	Cartagena	4965	1000

COSTA RICA

TIPG	La Voz de la Victor	San Jose	625	10000
TIPG	La Voz de la Victor	San Jose	9615	2500

CUBA

CMQ Network (Circuito CMQ)

CMQ	Circuito CMQ	Habana	640	25000
COCQ	Circuito CMQ	Habana	8825	1000
CMHQ	del Circuito CMQ	Santa Clara	630	10000
CMJL	del Circuito CMQ	Camaguey	920	10000
CMKJ	del Circuito CMQ	Holguin	730	10000
CMKU	del Circuito CMQ	Santiago	970	1000
CMAQ	del Circuito CMQ	Pinar de Rio	920	1000

DOMINICAN REPUBLIC

HIX	Radiodifusora Oficial	Ciudad Trujillo	6080	7500
HI9B	Broadcasting "Hotel Mercedes"	Santiago	6383	400

ECUADOR

HCJB	La Voz de los Andes	Quito	974	1500
HCJB	La Voz de los Andes	Quito	4108	1000
HCJB	La Voz de los Andes	Quito	6240	1000
HCJB	La Voz de los Andes	Quito	9958	1000
HCJB	La Voz de los Andes	Quito	12455	10000
HCJB	La Voz de los Andes	Quito	15115	1000
HCJB	La Voz de los Andes	Guayaquil	700	400
HC2ET	Radio El Telegrafo	Guayaquil	1160	250
HC2GI	Radio El Telegrafo	Guayaquil	4712	400

EL SALVADOR

YSS	Alma Cuscatleca	San Salvador	638	500
HUB	Alma Cuscatleca	San Salvador	4780	300
YSD	Alma Cuscatleca	San Salvador	7894	500

GUATEMALA

TGW	La Voz de Guatemala) Estacion	Guatemala City	640	10000
TGWA	Le Vez de Guatemala Cultural	Guatemala City	15170	10000
			9760	10000
TGWB	La Voz de Guatemala) Estacion	Guatemala City	6440	1000
TGWC	La Vez de Guatemala Cultural	Guatemala City	1520	1000

HAITI

Station	Name	Location	Kilocycles	Watts
HHGM	Magloire Broadcasting Circuit	Port-au-Prince	1473	1000
HHBM	Magloire Broadcasting Circuit	Port-au-Prince	9660	1000
HHCM	Magloire Broadcasting Circuit	Port-au-Prince	6165	1000

HONDURAS

HRN	La Voz de Honduras	Tegucigalpa	5875	750

MEXICO

XEW	La Voz de la America Latina desde Mexico	Mexico, D. F.	900	100000
XEWW	La Voz de la America Latina desde Mexico	Mexico, D. F.	9500	10000
			15160	10000

XEW Network (Cadena XEW—Radio Programas de Mexico)

XEBI	Pedro C. Rivas	Aguascalientes, Ags.	1360	250
XEA	Luis A. Maury	Campeche, Camp.	1370	1000
XEFQ	Domingo B. Lopez	Cananea, Son.	980	500
XENC	Juventino Lozano S.	Celaya, Gto.	1540	250
XEP	Esteban Parra	Ciudad Juarez, Chih.	1300	500
XETR	Tomas Oliva Banuelos	Ciudad Valles, S.L.P.	1490	125
XEBJ	Fernando Elizalde	Ciudad Victoria, Tamps.	1340	250
XERL	J. Roberto Levy	Colima, Col.	1280	250
XEY	Juan Gutierrez Y.	Cuernavaca, Mor.	980	150
XESA	Modesto R. Perez	Culiacan, Sin.	1360	500
XEFI	V. Munoz Ayarza	Chihuahua, Chich.	1440	1000
XEE	Jose Vazquez R.	Durango, Dgo.	1280	250
XEPF	Luis Enrique Enciso	Ensenada, B. C.	1400	200
XEHL	Alejandro Diaz	Guadalajara, Jal.	1110	1000
XEJT	Jose Torres Morales	Guanajuato, Gto.	570	100
XEDR	Modesto Ortega	Guaymas, Son.	1490	250
XEBH	Jose Remigio Agraz	Hermosillo, Son.	920	1000
XEBO	Alfonso Martinez V.	Irapuato, Gto.	1330	500
XEKL	Carlos Ferraez Matos	Jalapa, Ver.	550	250
XELG	Manuel E. Obregon	Leon, Gto.	680	5000
XER	Enrique Garcia P.	Linares, N. L.	1260	250
XECF	Francisco Perez Jr.	Los Mochis, Sin.	1410	1000
XEAM	Manuel L. Salinas	Matamoros, Tamps.	1400	250
XERJ	Rafael Elizalde	Mazatlan, Sin.	1320	500
XEME	Perfecto Villamil	Merida, Yuc.	1270	500
XECL	Armando Maldonado	Mexicali, B. C.	990	5000
XEDW	Daniel Schacht P.	Minatitlan, Ver.	1260	250
XEFB	Mario Quintanilla G.	Monterrey, N. L.	630	1000
XEI	Tiburcio Ponce	Morelia, Mich.	1400	250
XETM	J. Manuel Franco	Naco, Son.	1350	1000
XEGL	Fausto M. Gomez	Navojoa, Son.	1270	500
XEFE	Gaston Mascarenas	Nogales, Son.	1370	1000
XEAX	Rafael T. Carranza	Nuevo Laredo, Tamps.	960	1000
XETQ	Alberto Marquez Gonzalez	Oaxaca, Oax.	1270	500
XEMU	Carlos Mora J.	Orizaba, Ver.	1370	250
XEHR	Alfonso L. Bres	Piedras Negras, Coah.	580	250
XEJX	Roberto Canedo	Puebla, Pue.	1090	250
XERT	Justino Cervantes V.	Queretaro, Qro.	1450	250
XEBX	Ignacio Magallon	Reynosa, Tamps.	590	250
XEDE	Eugenio Rodriguez	Sabinas, Coah.	610	500
XECZ	Blas Narro	Saltillo, Coah.	1400	150
XES	Zeferino Z. Jimenez	San Luis Potosi, S.L.P.	1430	1000
XERK	Dr. Alfredo A. Cantu	Tampico, Tamps.	1240	250
XEC	Tomas Mondragon	Tepic, Nay.	1450	100
	Luis Enrique Enciso	Tijuana, B. C.	1310	250

Station	Name	Location	Kilocycles	Watts
XEBP	Alejandro O. Stevenson	Torreon, Coah.	1260	250
XETL	Calixto Almazan	Tuxpan, Ver.	1390	250
XEUF	Ignacio Navarro Quiroz	Uruapan, Mich.	550	300
XEU	Fernando Pazos Sosa	Veracruz, Ver.	960	500
XEDH	Remigio Ramos G.	Villa Acuna, Coah.	1340	250
XELK	Victor Moreno Rivas	Zacatecas, Zac.	1280	250

NICARAGUA

YNVP	La Voz de Nicaragua	Managua	6760	500

PANAMA

Radio Panamericana Network (Red Panamericana)

HOA	Radio Panamericana	Panama City	1090	600
HOB	Radio Panamericana	Panama City	6175	500
HP5G	Radio Panamericana	Panama City	11780	600
HOG	Community Station	Panama City	840	500
HOJ	Radio Provincias	Chitre	1130	500
HOU	La Voz del Tachira	David	1025	250
HONS	Ondas Centrales	Santiago	1010	250
HOK	Cadena Panamena de Radiodifusion	Colon	640	500
HP5K	Cadena Panamena de Radiodifusion	Colon	6005	1000

PARAGUAY

ZP9	Radio La Capital	Asuncion	970	1500

PERU

OAX4A	Radio Nacional del Peru	Lima	854	10000
OAX4Z	Radio Nacional del Peru	Lima	6082	14000
OAX4T	Radio Nacional del Peru	Lima	9652	12000
OAX6A	Radio Arequipa	Arequipa	6042	200
OAX4P	Radio Huancayo	Huancayo	5980	250
OAX1A	Radio Delcar	Chiclayo	6700	300
OAX1B	Radio Piura	Piura	5595	300
OAX7A	Radio Cuzco	Cuzco	6128	250

PUERTO RICO

WNEL	El Eslabon de las Americas	San Juan	860	5000

URUGUAY

El Espectador Network (La Cadena Uruguaya de Radioifusion)

CX-14	Radio El Espectador	Montevideo	810	15000
CXA-19	Radio El Espectador	Montevideo	11835	5000
CXW	Radio El Espectador	Montevideo	3470	2500
CX-18	Radio Libertad-Sport	Montevideo	890	5000
CW-1	Radio Popular	Colonia	550	4500
CW-19	Difusora Rochense	Rocha	1340	50
CW-23	Radio Cultural	Salto	820	250
CW-33	Radio Florida	Florida	1200	250
CW-35	Radio Paysandu	Paysandu	1240	250
CW-43	Radio Lavalleja	Minas	1420	500
CW-45	Difusora Treinta y Tres	Treinta y Tres	1390	250
CW-47A	Radio Welcome	San Jose	1510	100

VENEZUELA

YV5RA	Radio Caracas	Caracas	960	10000
YV5RN	Radio Caracas	Caracas	4920	7500
YV3RE	Radio Barquisimeto	Barquisimeto	4990	4000
YV3RN	Radio Barquisimeto	Barquisimeto	1475	3000
YV2RV	La Voz del Tachira	San Cristobal	980	325
YV2RN	La Voz del Tachira	San Cristobal	4830	1300
YV4RA	La Voz de Carabobo	Valencia	1350	830
YV4RO	La Voz de Carabobo	Valencia	4780	195
YV1RK	Radio Popular	Maracaibo	1250	437
YV1RL	Radio Popular	Maracaibo	4810	227
YV6RE	Emisoras Unidas	Barcelona	1080	200
YV6RH	Emisoras Unidas	Barcelona	3450	1500
YV1RW	Radio Coro	Coro	1370	195
YV1RY	Radio Coro	Coro	4770	1000
YV1RO	Radio Trujillo	Trujillo	3310	625
YV2RC	La Voz de la Sierra	Merida	3420	320

Radio Programas de Mexico, S. A.

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—PERSONNEL—

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AFFILIATED STATIONS IN MEXICO

Call Letters	*City*	*Call Letters*	*City*
XEBI	Aguascalientes, Ags.	XEMR	Monterrey, N. L.
XEA	Campeche, Camp.	XEI	Morelia, Mich.
XEFQ	Cananea, Son.	XELQ	Morelia, Mich.
XENC	Celaya Gto.	XETM	Naco, Son.
XEP	C. Juarez, Chih.	XEGL	Navajoa, Son.
XEOX	C. Obregon, Son.	XEHF	Nogales, Son.
XEBJ	C. Victoria, Tamps.	XEFE	Nuevo Laredo, Tamps.
XERL	Colima, Col.	XEAX	Oaxaca, Oax.
XEAG	Cordoba, Ver.	XETQ	Orizaba, Ver.
XEY	Cuernavaca, Mor.	XEPP	Orizaba, Ver.
XESA	Culiacan, Sin.	XEPK	Pachuca, Hgo.
XEBL	Culiacan, Sin.	XEAT	Parral, Chih.
XEFI	Chihuahua, Chih.	XEMU	Piedras Negras, Coah.
XEBU	Chihuahua, Chih.	XEHR	Puebla, Pue.
XEE	Durango, Dgo.	XECD	Puebla, Pue.

Call Letters	City
XEDU	Durango, Dgo.
XEPF	Ensenada, B. C.
XEMA	Fresnillo, Zac.
XELW	Guadalajara, Jal.
XEHL	Guadalajara, Jal.
XEJT	Guanajuato, Gto.
XEDR	Guaymas, Son.
XEHQ	Hermosillo, Son.
XEBH	Hermosillo, Son.
XEBO	Irapuato, Gto.
XEWE	Irapuato, Gto.
XEKL	Jalapa, Ver.
XEJA	Jalapa, Ver
XELC	La Piedad, Mich.
XELG	Leon, Gto.
XEFM	Leon, Gto.
XER	Linares, N. L.
XECF	Los Mochis, Sin.
XEAM	Matamoros, Tamps.
XERJ	Mazatlan, Sin.
XETK	Mazatlan, Sin.
XEME	Merida, Yuc.
XEFC	Merida, Luc.
XECL	Mexicali, B. C.
XEDW	Minatitlan, Ver.
XEMF	
XEFB	Monterrey, N. L.

Call Letters	City
XEJX	Queretaro, Qro.
XERT	Reynosa Tamps.
XEBX	Sabinas, Coah.
XEDE	Saltillo, Coah.
XESJ	Saltillo, Coah.
XECZ	San Luis Potosi, S. L. P.
XEBM	San Luis Potosi, S. L. P.
XES	Tampico, Tamps.
XETU	Tampico, Tamps.
XETS	Tapachula, Chia.
XEWJ	Tehuacan, Pue.
XERK	Tepic, Nay.
XEXT	Tepic, Nay.
XETZ	Teziutlan, Pue.
XEC	Tijuana, B. C.
XECH	Toluca, Mex.
XEDN	Torreon, Coah.
XEBP	Torreon, Coah.
XETL	Tuxpan, Ver.
XEON	Tuxtla Gutierrez, Chis.
XEUF	Uruapan, Mich.
XEHV	Veracruz, Ver.
XEU	Veracruz, Ver.
XEDH	Villa Acuna, Coah.
XEVV	Villa Hermosa, Tab.
XELK	Zacatecas, Zac.

AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

Call Letters	City
YSR	San Salvador, El Sal.
HRN	Tegucigalpa, Hond.
YNOW	Managua, Nicaragua
TIGPH	San Jose, Costa Rica
HOC	Panama, Panama
HOK	Colon, Panama
YV5RA	Caracas, Venezuela
YV5RG	Caracas, Venezuela
YV1RF	Maracaibo, Venezuela
YV1RK	Maracaibo, Venezuela
HCQR	Quito, Ecuador
HC2AJ	Guayaquil, Ecuador

Call Letters	City
OAX4F	Lima, Peru
HJCH	Bogota, Colombia
HJCS	Bogota, Colombia
HJDA	Medellin, Colombia
HJDQ	Medellin, Colombia
HJAH	Barranquilla, Col.
HJAN	Barranquilla, Col.
HJEB	Cali, Colombia
HJER	Cali, Colombia
CX14	Montevideo, Uruguay
CX18	Montevideo, Uruguay
HIN	Trujillo, Rep. Dominicana

STATIONS OF MEXICO

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEA	1370	1000	Campeche, Cam.	Luis A. Maury
XEB	1220	100000	Mexico, D. F.	El Buen Tono, S. A.
XEC	1310	250	Tijuana, B. C.	Luis E. Enciso
XED	1050	5000	Mexicali, B. C.	Fernando Sanchez Mayans
XEE	1280	250	Durango, Dgo.	Jose Valenzuela
XEF	1420	100	Ciudad Juarez, Chih.	Jose Carlos Amaya
XEG	1050	100000	Monterrey, N. L.	La Voz de Norteamerica, S. A.
XEH	1420	1000	Monterrey, N. L.	Radio Tarnava, S. de R. L.
XEI	1400	250	Morelia, Mich.	Tiburcio Ponce
XEJ	970	5000	Ciudad Juarez, Chih.	Pedro Meneses, Jr.
XEK	970	500	Mexico, D. F.	Arturo Martinez
XEL	1260	1000	Mexico, D. F.	Fidel Hernandez Calderon
XEM	1390	500	Chihuahua, Chih.	Pedro Meneses, Jr.
XEN	690	5000	Mexico, D. F.	Guillermina P. del Conde
XEO	970	750	Matamoros, Tams.	Jose Maria Gonzalez
XEP	1300	500	Ciudad Juarez, Chih.	Esteban Parra
XEQ	940	50000	Mexico, D. F.	Radio Panamericana, S. A.
XER	1260	250	Linares, N. L.	Radio Linares, S. A.
XES	1240	250	Tampico, Tams.	Difusora Portena, S. de R. L.
XET	990	5000	Monterrey, N. L.	El Pregonero del Norte, S. A.
XEU	960	500	Veracruz, Ver.	Fernando Pazos Sosa.
XEW	900	100000	Mexico, D. F.	Cadena Radiodifusora Mexicana S.A.
XEX	730	250000	Mexico, D. F.	La Voz de Mexico
XEY	980	150	Cuernavaca, Mor.	Juan Gutierrez Torno
XEZ	600	2000	Merida, Yuc.	Jorge L. Palomeque
XEAA	1340	250	Mexicali, B. C.	Consuelo Tonella de Eguia
XEAC	690	5000	Tijuana, B. C.	Jorge I. Rivera
XEAD	1150	125	Guadalajara, Jal.	Alejandro Diaz
XEAG	1280	250	Cordoba, Ver.	Sucrs. Diodoro Zuniga
ZEAI	1320	500	Mexico, D. F.	Carmen Gutierrez
XEAM	1400	250	Matamoros, Tams.	Manuel L. Salinas
XEAO	910	250	Mexicali, B. C.	Juan C. Chavez
XEAP	1290	100	Ciudad Obregon, Son.	Emilio Manzanilla
XEAQ	1490	250	Agua Priesta, Son.	Manuel Rodriguez V.
XEAR	1450	250	Monterrey, N. L.	Radio Tiempo, S. de R. L.
XEAT	1250	250	Hidalgo del Parral, Chih.	Sucrs. Jorge Perez
XEAU	1470	5000	Tijuana, B. C.	Manuel Acuna Varela
XEAV	580	1000	Guadalajara, Jal.	Alfredo Vazquez
XEAW	1280	500	Monterrey, N. Y.	Jesus D. Gonzalez
XEAX	1270	500	Oxacaca, Oax.	Alvaro Rodriguez
XEBA	840	250-D	Guadalajara, Jal.	Jesus D. Gonzalez Garcia
XEBG	1500	1000	Tijuana, B. C.	Roberto Salazar
XEBH	920	1000	Hermosillo, Son.	Carlos Balderrama
XEBI	1360	250	Aguascalientes, Ags.	Pedro C. Rivas
ZEBJ	1450	100	Ciudad Victoria, Tams.	Fernando Elizalde
XEBK	1340	100	Nuevo Laredo, Tams.	J. Manuel Cortes
XEBL	1260	500	Culiacan, Sin.	Max Gomez Blanco
XEBM	1260	250	San Luis Potosi, S. L. P.	Benjamin Briones

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEBO	1300	500	Irapuato, Gto.	Alfonso Martinez
XEBP	1260	250-N	Torreon, Coah.	La Voz de la Laguna, S.
XEBS	1410	250-N	Mexico, D. F.	Hispano Mexicano, S. A.
XEBU	1240	250	Chihuahua, Chih.	Enriqueta G. de Uranga
XEBW	1280	250	Chihuahua, Chih.	Radioemisora del Norte S. de R. L.
XEBX	610	500	Sabinas, Coah.	Radiodifusoras Coah., S. A.
XEBZ	660	500	Mexico, D. F.	Vocero Mexicano, S. A.
XECD	1170	350	Puebla, Pue.	Roberto Canedo
XECF	1410	500-N	Los Mochis, Sin.	Francisco Perez H.
XECH	1490	250	Tuluca, Mex.	Rodolfo Llamas
XECL	990	5000	Mexicali, B. C.	Alfonso A. Lacarra
XECQ	1450	250	Culiacan, Sin.	Radio Culiacan, S. de R. L.
XECZ	1430	1000	San Luis Potosi, S. L. P.	Zeferino Z. Jimenez
XEDA	1290	1000	Mexico, D. F.	Publicidad Comercial de Mexico,S.A.
XEDE	1400	150	Saltillo, Coah.	Blas Narro Dunne
XEDF	790	1000	Nuevo Laredo, Tams.	Ruperto Villarreal
XEDH	1340	250	Villa Acuna, Coah.	Vincente Hernandez
XEDJ	1450	100	Magdalena, Son.	Jesus L. Rochin
XEDK	1250	500	Guadalajara, Jal.	Salvador Vazquez Tello
XEDL	1250	500	Hermosillo, Son.	Eufemia Esque de Vidal
XEDN	600	1000	Torreon, Coah.	Difusora del Norte, S. A.
XEDR	1490	500	Guaymas, Son.	Modesto Ortega
XEDS	1420	500	Mazatlan, Sin.	Alejandro A. Schober
XEDU	1400	150	Durango, Dgr.	Carlos C. Armas
XEDW	1260	250	Minatitlan, Ver.	Sucrs. Hector Silva Canto
XEFA	1340	250	Jalapa, Ver.	Adolfo Alvarez
XEFB	630	500-N	Monterrey, N. L.	Emisoras Incorporadas de Monterrey
XEFC	1300	500	Merida, Yuc.	Rafael Rivas Franco
XEFE	960	1000	Nuevo Laredo, Tams.	Rafael T. Carranza
XEFI	1400	1000	Chihuahua, Chih.	Pregonero del Edo. de Chihuahua
XEFM	1270	100	Leon Gto.	Sucrs. R. Ortiz Gonzalez
XEFO	1110	5000	Mexico, D. F.	Cadena Radio Nacional
XEFQ	980	500	Cananea, Son.	Pedro L. Diaz
XEFV	1240	250	Ciudad Juarez, Chih.	Dario Cordoba
XEFW	810	5000	Tampico, Tams.	Flores y Martinez
XEGL	1270	500	Navojoa, Son.	Fausto M. Gomez
XEGM	950	1000-N	Tijuana, B. C.	Gustavo Faist Farnandez
XEGW	250	250	Acambaro, Gto.	Jose Martinez Ramirez
XEGT	1490	250	Zamora Mich.	Radio Zamora S. de R. L.
XEHF	1370	1000	Nogales, Son.	Gaston Mascarenas
XEHK	960	250	Guadalajara, Jal.	Francisco E. Fregoso
XEHL	1010	500	Guadalajara, Jal.	Radiodifusoras de Occidente, S. A.
XEHQ	590	500	Hermosille Son.	Radio Hermosillo, S. de R. L.
XEHR	1090	250	Puebla, Pue.	Manuel R. Canale
XEHV	1310	1000	Veracruz, Ver.	Juan A. Palavicini
XEJA	1400	100	Jalapa, Ver.	Adolfo Alvarez
XEJC	1420	150	Cuernavaca, Mor.	Eduardo Jimenez de la Cuesta
XEJE	1310	250	Guadalajara, Jal.	Guillermo Johnston
XEJP	1150	600-N	Mexico, D. F.	Delia Cubillas de Fernandez
XEJT	570	100	Guanajuanto, Gto.	Jose Torres Morales
XEJW	1270	100	Jalapa, Ver.	Marino Caraza
XEJX	1450	250	Queretaro, Qro.	Radio Emisora Queretana S. de R. L.
XEKJ	1400	250	Acapulco, Gro.	Ramon Ortega Escobedo
XEKL	500	250	Jalapa, Ver.	Carlos Ferraez Matos
XEKS	1300	100	Saltillo, Coah.	Efrain Lopez
XELA	830	1000	Mexico, D. F.	Radio Metropolitana, S. A.
XELC	1600	1000	La Piedad, Mich.	Heriberto Guizar Castro
XELG	680	5000	Leon, Get.	Radio Impulsora del Cantro, S. A.
XELK	1280	250	Zacatecas, Zac.	Macias y Acevedo
XELL	1430	250	Veracruz, Ver.	Dolores G. Estrada de Ferreiro
XELO	800	100000	Ciudad Juarez, Chih.	Cia. Radiodifusora de P. Negras
XELQ	570	250	Morelia, Mich.	Francisco Laris Iturbide
XELT	920	250	Guadalajara, Jal.	Jose Tostado Lomeli
XELW	1340	250	Guadalajara, Jal.	Salvador Galindo de la Terre
XELZ	1440	1000	Mexico, D. F.	Maria Cardena de Zetina

Call Letters	Frequency Kcs.	Power	Location	Owner or Operating Agency
XEMA	1340	100	Fresnille, Zac.	Jose Miguel Acevedo Meya
XEMC	1590	5000	Mexico, D. F.	Dolores G. Estrada de Ferreiro
XEME	1270	250	Merida, Yuc.	Carlos Villamil Cisero
XEMH	1400	250	Merida, Yuc.	Alvaro Barquet Y,
XEMJ	290	250-N	Piedras Negras, Coah.	Josus F. Elizondo
XEML	1500	1000	Mexico, D. F.	Roberto Valezzi Esparaza
XEMO	860	5000	Tijuana, B. C.	Fernando Federico Ferreira
XEMQ	1240	250	Merida, Yuc.	Lazaro Achurra Suarez
XEMR	1370	500	Monterrey, N. L.	Enrique Serna Martinez
XEMU	580	250-N	Piedras Negras, Coah.	Alfonso L. Bres
XEMX	1380	500	Mexico, D. F.	Publicada Comercial de Mexico S. A.
XENC	1540	250	Celaya, Gto.	El Heraldo dele Bajio
XENK	620	5000	Mexico, D. F.	Gral. Brig. Fernando Proal Pardo
XEON	1360	500	Tuxtla Gutierrez, Chis.	Enrique Valero Arambula
XEOX	1340	250	Ciudad Obregon, Son	Felipe G. de Leon
XEOY	1000	10000	Mexico, D. F.	Fomento de Radio, S. A.
XEPF	1400	200	Ensenada, B. C.	Luis Enrique Enciso
XEPH	590	5000	Mexico, D. F.	Pedro Riestra Biaz
XEPK	1180	1000	Pachuca, Hgo.	Radio Publicida Pachuca, Mgd.
XEPP	1450	250	Orizaba, Ver.	Radio Impulsora de Orizaba
XEQK	1350	1000	Mexico, D. F.	Guillermo Morales B.
XEQR	1030	1000	Mexico, D. F.	Cadena Radio Continental, S. A.
XERA	1490	250	Chihuahua, Chih.	Red. Nat. Radioemisora
XERB	1090	50000	Tijuana, B. C.	Interamericana de Radio, S. A.
XERC	790	1000	Mexico, D. F.	Radio Popular de Mexico, D. F.
XERF	1570	50000	Villa Acuna, Coah	Cia. Radiodifusora de Coahuila, S.A.
XERH	1500	200-N	Mexico, D. F.	"ARSE", S. A.
XERJ	1320	500	Mazatlan, Sin.	Oscar Perez E.
XERK	1450	100	Tepic, Nay.	Dario Mondragon
XERO	1490	250	Aguascalientes, Ags.	Radio Hidrotermopolitana S. de R.L.
XERL	1280	250	Colima, Col.	J. Roberto Levy
XERT	590	250	Reynosa, Tams	Ignacio Magallon
XERW	1390	250	Leon, Gto.	Rafael C. Navarro
XERZ	1240	250	Leon, Gto.	Rafael C. Navarro
XESA	1360	500	Culiacan, Sin.	Pablos y Elizalde S. de R. L.
XESB	1400	100	Santa Barbara, Chih.	Domingo Salayandia Najera
XESF	1300	250	Morelia, Mich.	Jose Martinez Ramierez
XESJ	1250	500	Saltillo, Coah.	Froylan Mier Narro
XESL	1340	100	San Luis Potosi, S. L. P.	Josefina Delgado
XESM	1470	1000-N	Mexico, D. F.	Salvador San Martin
XETB	1350	500	Torreon, Coah.	Leonor B. Vda. de Zaragoza
XETF	1250	500	Veracruz, Ver.	Sucrs. Jose Rodriguez Lopez
XETK	1490	250	Mazatlan, Sin.	Radio Emisora Occidental S. de R.L.
XETL	1390	250	Tuxpan, Ver.	Calixto Almazan
XETM	1350	1000	Naco, Son.	Jesus Manuel Franco
XEAO	1400	250	Tampico, Tams.	Radio Tiempo S. de R. L. C. C.
XETQ	1370	250	Orizaba, Ver.	Sucrs. Francisco Campos H.
XETR	1490	125	Ciudad Valles, S. L. P.	Tomas Oliva Banuelos
XETS	630	100	Tapachula, Chis.	Wadelay Dominguez Correa
XETU	1460	1000	Tampico, Tams.	Impulsora Moderna del Radio, S. A
XETZ	1190	500	Teziutlan, Pue.	Ricardo Vazquez
XEUF	550	300	Uruapan, Mich.	Ignacio Navarro
XEVV	970	500	Villahermosa, Tal	Sucrs. Ernesto Trujille Gurria
XEWE	1420	100	Irapuato, Gto.	Felipe Gallardo
XEWG	(1490	250	Ciudad Juarez, Chih.	Carlos Mendez
XEWJ	1420	100	Tehuacan, Pue.	Mariano Caraza D.
XEXT	980	1000	Tepic, Nay.	Gobierno del Estado de Nayarit
XEXX	1420	2000	Tijuana, B. C.	Jose J. Clark, Fernando Federico

STATIONS OF CENTRAL AND SOUTH AMERICA

ARGENTINA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Bahia Blanca	LU2	900	5.0	S. A. Radio Bahia Blanca
Bahia Blanca	LU3	1150	10.0	Rades
Bahia Blanca	LU7	1240	5.0	Filomena Z. de Cennari & Hijos
Bariloche	LU8	590	1.0	Cia. Broadcasting de la Patagonia
Buenos Aires	LRA2	1190	5.0	Servicio Oficia
Buenos Aires	LS4	670	10.0	Juan G. Gonzales Speroni
Buenos Aires	LRA	750	10.0	Dirrection General de Correes, Telegrafos
	LRA-1	9690 sw.	10.0	
	LRA-5	17720 sw.	10.0	
Buenos Aires	LS10	590	10.0	Victor J. Ruano
Buenos Aires	LR9	1030	5.0	Gregorio Echavarria
Buenos Aires	LR6	870	25.0	Eduardo Pellicciari
Buenos Aires	LRY sw.	11840	50.0	
	LR3	950	90.0	Jaime Yankelevich
	LRY1 sw.	6090	1.0	
Buenos Aires	LS1	710	50.0	Municipalidad de Buenos Aires
Buenos Aires	LR5	830	25.0	Alfred B. Dougall
Buenos Aires	LR4	990	50.0	Rades
	LRS sw.	9315	25.	
	LRS1 sw.	6065	50.0	
Buenos Aires	LS5	1110	3.0	Enrique Caride
Buenos Aires	LS6	1350	5.0	Ricardo A. Bernotti
Buenos Aires	LR1	1070	50.0	Empresa Editorial
	LRU	15290 sw.	25.0	Haynes Ltda., S. A.
	LRX	9660 sw.	25.0	
	LRX2	6120	1.0	
Catamarca	LW7	730	1.0	Rades
C. Rivadavia	LU4	640	1.0	Cia. Broadcasting de la Patagonia
Concordia	LT15	560	5.0	S. A. Radio Belgrano
Cordoba	LV3	620	10.0	Alberto P. Brouard
Cordoba	LV2	960	5.0	Luis Maunier
Cordoba	LW1	790	15.0	Rades
Corrientes	LT7	1340	1.0	
Jujuy	LW8	1130	1.0	Rades
La Plata	LR11	1390	1.5	Universidad Nacional de la Plata
La Plata	LS11	1310	30.0	Gobierno Prov. B. A.
Mar del Plata	LU6	1300	0.5	Radio Atlantica
Mendoza	LV10	1210	2.5	S. A. Radio Belgrano
Mendoza	LV6	630	10.0	Rades
Mendoza	LW2	1370	.5	Diario Los Andes
	LRM	6180	10.0	
Neuquen	LU5	1430	1.0	Rades
Posadas	LT4	1010	1.0	Rades
Resistencia	LT5	1080	1.5	Jose M. Noveri

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rio Gallegos	LU12	680	1.0	Cia. Broadcasting de la Patagonia
Rosario	LT2	1230	15.0	Rades
Rosario	LT1	780	10.0	Fernando Maliandi
Rosario	LT3	1160	5.0	Soc. Rural Cerealista
Rosario	LT8	840	0.25	Alfredo B. Dougall
Salta	LV9	970	1.0	Gobierno Prov. Salta
San Juan	LV1	560	5.0	S. A. Graffigna, Ltda.
San Juan	LV5	1090	3.0	Soc. Rodriguez Vila
Santa Fe	LT10	1320	0.5	Universidad Nacional
Santa Fe	LT9	1200	1.0	Soc. Roca Soler
Tucuman	LV7	820	2.0	Munoz y Cia.
La Rioja	LV14	1330	1.0	S. A. Radio Belgrano

BOLIVIA

Cochabamba	CP28	1360	0.250	S Simon University
	CP40	9570 sw.	0.15	
Cochabamba	CP43	850	.10	R. Zapata
Cochabamba	CP44	1160	0.00	Victor Veltze
Cochabamba	CP47	6060	.10	Victor Veltze
Cochabamba	CP39	6160 sw.	0.15	R. Zapata
Cochabamba	CP45	1090	0.05	E. Bustillos
La Paz	CP3	1390	5.00	Costas Hermanos
	CP2	6110 sw.	5.00	Costas Hermanos
	CP38	9505 sw.	.50	Costas Hermanos
La Paz	CP4	1040	10.00	Dept. of Communications of Bolivian Govt.
	CP5	6200 sw.	1.00	
La Paz	CP8	1450	0.25	L. Salcedo
La Paz	CP10	1090	0.05	L. Suarez
La Paz	CP12	6150 sw.	0.25	Owned and Operated by Catholic priests
La Paz	CP29	1350	0.1	
La Paz	CP16	1220	0.10	R. Mena
Oruro	CP18	6070 sw.	0.25	R. Pelaez
La Paz	CP14	1250	.25	Javier Romero
La Paz	CP26	1510	0.05	G. Velazco
La Paz	CP31	975	.25	E. Loza B.
La Paz	CP46	770	.25	L. F. Villanueva
La Paz	CP19	1145	.30	Augustin Aspiazu
La Paz	CP20	900	0.25	Ramon Pelaez
	CP15 sw.	6120 sw.	1.00	Ramon Pelaez
La Paz	CP32	620	.25	Juan C. Salinas
La Paz	CP35	800	.50	Calvimontes Hnos.
La Paz	CP48	1110	.10	City Govt.
La Paz	CP33	1310	.10	A. Ramirez
La Paz	CP60	1420	.25	G. Subicta
La Paz	CP53	1560	.07	Marco Gareaga
La Paz	CP34	680	0.25	Enriqueta Ruiz
Sucre	CP25	930	.15	R. Villarroel
Oruro	CP36	1420	.05	Enrique Wanting
La Paz	CP11	930	.15	G. Saavedra P.
La Paz	CP9	6185 sw.	.25	B. de Chang
Oruro	CP37	6190 sw.	.25	Mariaca y Cia.
Potosi	CP52	800	.07	J. Lazarte
Potosi	CP22	6130 sw.	0.25	M. Valda T.
Sucre	CP21	9570 sw.	.35	G. Donosa T.
Sucre	CP41	1325	.10	B. Camacho
Sucre	CP1	9500	.35	B. Camacho
Sucre	CP51	1420	.25	B. de Chang
Tarija	CP23	6170 sw.	.10	R. Marquez
Tupiza	CP58	6140 sw.	.13	H. Bernal

BRAZIL

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Alegrete	ZYE-9	1510	0.1	E. R. Radio Cultura de Alegrete
Amparao	ZY	1600	0.1	Radiodifusora Amparo Ltda.
Anapolis	ZYJ3	1480	0.5	Radio Caraja Ltda.
Andradina	ZY	1010	0.25	Radio Andradina Ltda.
Apucarana	ZY	1510	0.1	Radiodifusora Apucarana Ltda
Aracaju	PRJ6	630	1.	Jose Nunes Robello
Aracatuba	PRI8	1330	0.5	Joao Ferraz S. br.
Araguari	ZYG3	930	5.0	Dr. Arcino Santos
Araraquara	PRD4	1370	0.5	Romulo Lupo
Araxa	ZYI4	1460	0.25	Radio Imbiara de Araxa
Assis	ZYA9	1530	0.1	
Avare	ZY	1570	0.1	Radio Avare Ltda.
Bage	ZY	1460	0.25	Soc. Difusora Radio Cultura
Barbacena	ZY	1530	0.1	Radio Barbacena Ltda.
Barra do Pirai	ZY	1600	0.1	Radio Dif. Vale do Paraiba Ltda.
Barra Mansa	ZY	970	0.25	Radio Sul Fluminense Ltda.
Barretos	PRY7	1530	0.1-0.25	
Batatais	ZY	1540	0.1	Soc. Radio Dif. de Batatais
Bauru	PRG8	1210	1.0	Joao Simonetti
Bebedouro	ZYG6	1580	0.1	Radio Bebedouro S. A.
Belem	PRC5	1450-4865 sw.	0.25	Roberto Camelier
Belo Horizonte	PRC7	690	3.	Dr. Alberto Deodato
Belo Horizonte	PRH6	1340	3.	Lauro Souza Barros
Belo Horizonte	PPI3	880	25.	Luis Bessa
Blumeneau	PRC4	1330	0.25	Joao Medeiros, Jr.
Botucatu	PRF8	1540	0.1	Emilio Pedute
Braganca	ZY	1540	0.1	Radio Braganca Ltda.
Cachoeira de Itapemerin	ZY		1.	
		1090	0.5	Radio c. de Itapemerin Ltda.
Cachoeria do Sul	ZYF-4	1250	0.25	E. R. Radio Cultura C. do Sul
Cambara	ZYA3	1590	0.1	
Campinas	PRC9	1170	1.	Antonio Tepedino Pagino
Campos	PRF7	1110	5.0	Dr. Marro Ferraz Sampaio
Campo Grande	PRI7	1510	4.25	Dr. Antonio A. Campos
Carangola	ZY	1510	0.1	Radio Carangola Ltda.
Carazinho	ZYF-8	1550	0.1	E. R. Radio Cultura de Carazinho
Catanduva	ZYD5	1510	.1	
Caxambu	ZYC2	1570	4.1	
Caxias do Sul	ZYF-3	1460	0.25	E. R. Radio Cultura de Caxias do Sul
Convencao de Itu	ZY	1530	0.1	Radio Emisora Convencao de Itu
Corumba	ZYA2	1490	2.0	Tedomiro Serra
Cruz Alta	ZYF-9	1530	0.1	E. R. Radio Cultura de C. Alta
Cruzeiro	PRG6	640	0.5	Romoaldo Canevari
Ciuaba	PRH3	1160	1.	A Voz do Oeste
Curityba	PRB2	1440	5.	Epaminondas Santos
Divinopolis	ZYH2	1550	0.1	Radio Cultura de Divinopolis
Erechim	ZYF-7	1250	0.25	E. R. Radio Cultura de Erechim
Formiga	ZYB6	1530	0.1	
Fortaleza	PRE9	1200	10.	Waldemas Cartolano
Fortaleza	ZY	1420	0.25	Radio Educadora do Ceara Ltda.
Franca	PRB5	1240	.5	
Friburgo	ZY	1550	0.1	Radio Soc. Friburgo Ltda.
Goiania	ZYD8	1320	2.0	
Guarantingueta	ZYG2	1250	.25	
Guaruja	ZY	....	0.1	Radio Guaruja Pulista Ltda.

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Irati	ZY	1510	0.1	Radio Club Pontagrossense S. A.
Itajuba	ZY15	1570	0.1	
Itajuba	ZY	1330	0.5	Radio Educadora de Itajuba Ltda.
Itapetininga	PTD9	970	0.25	
Itaperuna	ZY	1570	0.1	Radio Itaperuna Ltda.
Itapeva	ZY	1520	0.1	Radio Club de Itapeva
Itarare	ZYA7	1550	0.1	
Ituiutaba	ZY	1550	0.1	Radio Platina Ltda.
Jaboticabal	PRG4	1250	0.25	Oswaldo Fernandes
Jacarezinho	ZY	1560	0.1	Soc. Radio Dif. Jacarezinho Ltda.
Jau	PRG7	1010	0.25	Ulisses Newton Ferreira
Joacaba	ZY	1510	0.1	Radio Soc. Catarinense Ltda.
Joazeiro	ZY	1250	0.25	Radio Joazeiro Ltda.
Joao Pessoa	PP14	1110	1.0	Dr. Abelardo Juruema
Joao Pessoa	ZY	1160	5.	Radio Cariri Ltda.
Joinville	ZYA5	1600	0.1	
Juiz de Fora	PRB3	1010	0.5	Pedro Concalves de Oliveira
Jundiai	ZYE6	1570	0.1	Radio Difusora Jundiaiense
Laguna	ZY	970	0.25	Radio Dif. de Laguna Ltda.
Lavras	ZY16	1560	0.1	Radio Cultura do Oeste S. A.
Leopoldina	ZY	1560	0.1	Radio So. Leopoldina Ltda.
Limeira	PPJ5	1550	0.1	Ary Levy Pereira
Lins	ZYB3	1550	0.1	
Livramente	ZY	1250	0.25	Soc. Difusora Radio Cultura
Londrina	ZYD4	820	0.25	
Lorena	ZYH9	1580	0.1	Radio Club de Lorena S. A.
Lucelia	ZY	1540	0.1	Radio Difusora Lucelia Ltda.
Macapa	ZY	1460	0.25	Radio Govrno do T. de Amapa
Manaos	PRF6	4895 sw.	0.25	Dr. V. Pareto Neto
Marillia	PP12	1090	1.0	
Montes Claros	ZYD7	680	5.0	
Muriae	ZYD2	1590	0.1	
Natal	ZYB5	1270	1.	
Nictheroy	PRD8	1030	5.	Jose Augusto Mendes
Olimpia	ZYG8	1500	0.1	Radio Difusora Olipa Ltda.
Paranagua	ZYC5	1460	0.25	
Parnaiba	PRE6	1470	1.	Tte. Custodio Fontes
Passos	ZY	1550	0.1	Radio Soc. de Passos Ltda.
Paso Fundo	ZYF-5	580	0.25	E. R. Radio Cultura de P. Fundo
Patos	ZYB4	1530	0.1	
Pelotas	PRH4	1320	0.5	
Pelotas	PRC3	580	0.25	Carlos G. Sica
Petropolis	PRD3	1480	1.0	Atakualpa Dias
Piau	ZY	1510	0.1	Piau Radio Club Ltda.
Pirajui	ZY	1520	0.1	Radio Perajui Ltda.
Perassununga	ZY13	1520	0.1	Radio Difusora de Pirassununga
Piricicaba	PRD6	820	0.25	Carlos Rodrigues Viana
Pocos de Calda	PRH5	1160	0.25	Joao Sampaio Goes
Ponta Grossa	PRJ2	1250	0.5	Benedito Meira Borges
Ponte Nova	ZY	1550	0.1	Radio Soc. Ponte Nova Ltda.
Porto Alegre	PRH2	600	25.	Dearios Associados
Porto Alegre	PRF9	640	5.	Arthur Pizoli
Porto Alegre	PRC2	680	5.	Dr. Leslis Espartel
Pouso Alegre	PRJ5	1530	0.1	Jose Nunes Rebello
Presid. Wencelau	ZYH7	1510	0.1	Radio Presid, Wenceslau Ltda.
Prudente	PRI5	970	0.25	Manoel Bussacos

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Recife	PRA8	720	25.	Oscar Moreira Pinto
		6012 sw.	5.	
Recife	ZY	780	10.	Radio Jornal do Comercio
Ribeirao	PRA7	730	0.5	Jose da Silva Bueno
Rio Brnaco	ZYD9	1460	0.25	
Rio Clara	PRF2	1460	0.25	Waldemas Carolano
Rio de Janeiro	PRA2	800	25.	Ministerio Educacao Saude
Rio de Janeiro	PRA3	860	10.	Dr. Rolpho Estevan deSiqueira
Rio de Janeiro	PRA9	1220	25.	Edmar Machado
Rio de Janeiro	PRB7	900	5.	Alceu Mario de Sa Freire
	ZYC7	6200 sw.	25.	
	ZYC8	9610 sw.	25.	
	ZYC9	15370 sw.	25.	
Rio de Janeiro	PRC8	1360	5.	Guilherme Manes
Rio de Janeiro	PRD2	1430	5.	
Rio de Janeiro	PRD5	1400	1.	Francisco Gomes-Marciel Pinheiro Pinheiro
Rio de Janeiro	PRE2	1060	10.	
Rio de Janeiro	PRE3	1180	7.5	Dr. Elisio Dantas
Rio de Janeiro	PRE8	980	25.	Dr. Gilberto de Andrade
Rio de Janeiro	PRF4	940	10.	Ernesto Fereira Carneiro
Rio de Janeiro	PRG3	1280	50.	Dr. Teofilo de Barros
Rio de Janeiro	PRL7	9505	50.	
	PRL8	11720	50.	
	PRL9	17850	50.	
Rio de Janeiro	PRH8	1130	5.	Francisco Xavier Filho
Rio Grande	ZYG3	1520	0.1	
Rio Negro	ZYG9	970	0.25	Radio Club Pontagrossense S. A.
Rio Preto	PRB8	640	0.25	Andrassy Ribeiro
Rio Verde	ZY	1460	0.25	Radio Rio Verde Ltda.
S. Felix	ZY	1460	0.25	Radio Paraguacu Ltda.
S. Joao da Boavista	ZY	1580	0.1	Soc. R. Dif. S. J. da Boavista
S. Joao Del Rei	ZY17	1510	0.1	Radio Club S. Joao Del Rei S. A.
S. Jose des Campos	ZY	1580	0.1	Radio Club S. Jose dos Campos
S. Ritadee Sapucai	ZY	1550	0.1	Radio Dif. Santarritense Ltda.
S. Vicente	ZY	1510	0.1	Soc. Radio C. S. Vicente Ltda.
Santa Maria	ZY	970	0.25	Radio Imembui S. A.
Santos	PRB4	1450	1.	Hermenegildo da Rocha Brito
Santos	PRG5	580	0.75	Carlos Baccarat
Santo Angelo	ZYF-6	1460	0.25	E. R. Radio Cultura de S. Angelo
Santa Cruz	ZYF-8	1510	0.1	E. R. Radio Cultura de S. Cruz
Sao Borja	ZY	590	0.25	Radio Fronteira do Sul S. A.
Sao Carlos	ZYA6	1590	0.1	
Sao Jose do R. Pardo	ZYA6	1570	0.1	
Sao Luiz	PRJ9	1490	5.	Jose Ribamar Pinheiro
Sao Manuel	PR16	1510	0.1	Vitorino Ribeirro
Sao Paulo	PRE7	1410	5.	Dr. Joao Ferreira Fontes
Sao Paulo	PRB9	1000	50.	Dr. Paulo Machado de Carvalho
Sao Paulo	PRG2	1040	25.	Dr. Antonio Herman Dias Menezes
Sao Paulo	PRG9	1100	25.	Mons. Dr. Francisco Bastos
Sao Paulo	PRH7	620	5.	Pedro de Camargo
Sao Paulo	PRH9	840	5.	Jose Niccolini
Sao Paulo	PRA5	1260	5.	Joao Baptista de Amaral
Sao Paulo	PRA6	890	5.	Dr. Oswaldo Costa, Director
Sao Paulo	PRB6	1200	5.	Oscar P. Seckler
Sao Paulo	PRE4	1300	5.	Olavo C. Fontoura
Sao Paulo	ZYB7	6095 sw.	25.	
	ZYB8	11765 sw.	25.	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Sao Salvador	PRA4	740	20.	
Sao Salvador	ZYD8	820	5.	
Sao Sebastiao	PRJ3	970	0.25	
Soracaba	PRD7	1080	0.5	Orlando da Silva Reitas
Taubate	ZYA8	1530	0.1	
Taubate	ZY	590	0.5	Radio Difusora Taubate Ltda.
Teofilo Otoni	ZY	1080	0.25	Radio Teofilo Otoni Ltda.
Tiete	ZY	1560	0.1	Radio Tiete Ltda.
Tres Coracoes	ZY	1540	0.1	Radio Club de Tres Coracoes
Tres Rios	ZY	1540	0.1	Radio Tres Rios Ltda.
Tupaciguara	ZYH4	1590	0.1	Radio Tupaciguara Ltda.
Tupan	ZY	1570	0.1	Radio Club de Tupan Ltda.
Uba	ZYC4	1460	.25	
Uberaba	PRE5	1390	1.0	Quintiliano Jardin
Uberlandia	ZY	1470	0.5	Radio Dif. Brasileira S. A.
Ulberlandia	PRC6	1510	0.1	Aristides Figueiredo
Union da Vitoria	ZYD3	1530	0.25	
Uruguziana	ZYC6	1460	0.25	
Varginha	ZYD2	1590	0.1	
Vitoria	PR19	1350	1.0	Dr. Ciro Veira da Cunha

BRITISH GUIANA

Georgetown	ZFY	6000	1.	British Guiana Broadcasting Co., Ltda.

BRITISH HONDURAS

Belize	ZIK-2	10600	0.2	Government

CHILE

Antofagasta	CAI41	1410	1.	Angel Garcia y Cia. Ltda.
Antofagasta	CAI27	1270	0.25	Horus Predreny Palma
Chillan	CCI38	1380	0.15	Adriana Pagueguy de Logos
Chillan	CC127	1270	0.1	Rafael Barrios
Concepcion	CC141	1410	0.1	Chilena de Communicaciones (rented for 1 year to Rafael Arjona N.)
Concepcion	CC117	1170	1.0	Federico Sanchez
Concepcion	CC64	640	1.	Mario Saez Lagoa
Concepcion	CC59	590	5.	
Coquimbo	CA96	960	0.3	Cesar Nieme Abey
Curico	CC96	960	0.1	Alberto Guerra
Iquique	CA63	630	0.25	Antonio Cajiao
La Serena	CA108	1080	1.0	Ed. Encina Arancibia
Osorno	CD84	840	1.5	Soc. Agricola y Granadera de Osorno
Puerto Montt	CD101	1010	1.	Chilena de Communicaciones
Puerto Montt	CD147	1470	0.1	Ernesto Riedel
Temuco	CD103	1030	2.5	Ramon Verde Ramos
Punta Arenas	CD111	1110	0.1	Emilio Turina
Punta Arenas	CD113	1130	1.	Chilena de Communicaciones
Punta Arenas	CD136	1360	0.45	Victoria Iglesias de Biancilla
Punta Arenas	CD89	890	1.	
Quillota	CB113	1130	0.1	Leopoldo Cirando G.
Rancagua	CC63	630	0.6	Manuel Massoni
Rancagua	CC109	1090	0.1	Jorge Romero Ramirez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Rancagua	CC145	1450	0.1	Alan Rojas
S. Antonio (Puerto Viejo)	CB140	1400	0.1	Soc. Radiodifusora Onda Azul Ldta.
Santiago de Chile	CB66	620	1.	International Machinery Co.
Santiago de Chile	CB57	570	7.5	Soc. Nacional de Agricultura
Santiago de Chile	CB76	760	15.	Cia. Chilena de Communicaciones S. A.
	CE970	9728	5.	
Santiago de Chile	CB82	820	1.	
Santiago de Chile	CB89	890	1.	Carlos Briceno, owner. Rented for five years to Antonio Zarate Andreu
Santiago de Chile	CB97	970	1.	Soc. Chilean de Radiodifusion y Propaganda
Santiago de Chile	CB101	1010	1.	Chilena de Communicaciones
Santiago de Chile	CB106	1060	5.	Manuel Casablanca Latorre
Santiago de Chile	CB114	1140	50.	Corp. Chilena de Radio
Santiago de Chile	CB126	1260	10.	Soc. Chilena Radiodifusora S. A.
Santiago de Chile	CD960	9600 sw.	1.	Horacio Hevia Labbe
	CB130	1300	2.0	
Santiago de Chile	CB134	1340	2.	German Holtheuer Valdivia
Santiago de Chile	CB138	1380	5.	Empresa Periodistica "El Mercurio"
	CB1185	11850 sw.	5.0	
Santiago de Chile	CB142	L. W.	1.	Jiles Y Cia.
Santiago de Chile	CB144	1440	2.	Clark Hnos.
Santiago de Chile	CB144C	1440	0.2	Oscar Moraga Fuenzalida
Santiago de Chile	CB150	1500	1.	
Santiago de Chile	CB1180	11975 sw.	1.	Soc. Nacional de Agricultura
Santiago de Chile	CB1170	11700 sw.	0.3	Otto Becker, Ltda.
Santiago de Chile	CB93	930	8.	Orlandini y Raggio Ltda.
	CB1174	11740 sw.		
Talca	CC96	960	.25	Alberto Guerra Cruzatt
Talca	CC84	840	0.1	Francisco Morales Castillo
Talca	CC67	670	0.1	Ramon Abasolo
Temuco	CD90	700	1.2	De Mayo Hnos.
Temuco	CD69	690	1.2	Daniel De Mayo Levi
Temuco	CD125	1250	1.5	Soc. Radio Emisoras Sur de Chile
Tocopilla	CA90	900	0.1	Hilda Cuellar
Valdivia	CD63	630	1.5	Chilean Communications Co.
	CD59	590	1.0	
Valdivia	CD132	1320	1.0	Carlos Cockbaine
Valparaiso	CB73	730	10.	Soc. Coop. Vita.
	CE1190	11900	5.	
	CE615	6150	5.	
Valparaiso	CB90	900	.4	Emp. Periodistica "El Mercurio"
Valparaiso	CB103	1030	0.75	Cia. Chilena de Communicaciones S. A., Radio la Cooperativa Vitalicia Valparaiso, Chile
	CE910	9730 sw.		
	CE615	6150 sw.		
Valparaiso	CB116	1160	1.	Patricio Edwards Linares
Valparaiso	CB120	1200	1.	Angel I. Prieto Andreas
Valparaiso	CB124	1240	0.25	Ramon Y Fernando Garcia y Cia.
Valparaiso	CB132	1320	1.	Sociedad Wallace y Cia.
Valparaiso (Vina del Mar)	CB64	640	3.0	Adriano Iz.
Valparaiso (Vina del Mar)	CB63	680	.5	Renard y Garcia Tello
Valparaiso (Vina del Mar)	CB111	1110	0.75	Joaquin Venegas
Valparaiso	CE56	760	15.	
	CE970	9728	5.	

COLOMBIA

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Armenia	HJFG	1330	1.0	Publicidad Americana
Armenia	HJFI	1540	1.	Bernardo Santacoloma Rios
Armenia	HJF'H	4875 sw.	.75	Botero & Cia. (Braulioo Botero Londono)
	HJFM1210			
Armenia	HJFS	1425	.55	Palacio & Uribe Cia.
Barranquilla	HJAG	4905	.75	M. A. Blanco Cia.
	HJAH	1050	1.	
Barranquilla	HJAK	1310	1.0	Clemente Vassalio Gomez
Barranquilla	HJAB	4785 sw.	1.	Rafael Roncallo V.
	HJAN	1190	1.	
Barranquilla	HJAS	1500	0.25	Miguel A. Ruiz
Barranquilla	HJAT	1275	.5	Delfina V. de Haayen
Barranquilla	HJAJ	1220	.5	Julio Blderrana
Barranquilla	HJAL	1430	.5	Direducacion Nacional
Bogota	HJCB	1105	1.0	Robet. Ramirez
	HJCD	6160	5.0	
Bogota	HJCC	870	5.	Gustavo Uribe Th.
	HJCE	1000	1.	
	HJCF	6073 sw.	0.75	
Bogota	HJCG	1060	1.0	Hernando Bernal A.
Bogota	HJCI	810	2.5	Alfonso Gaitan C.
	HJCH	4895 sw.	5.0	
Bogota	HJCJ	1380	0.5	Alfonso Gaitan C.
Bogota	HJCK	1290	0.5	Anez & Tobon Sierra
Bogota	HJCN	1335	1.0	Roberto Laingnelet
Bogota	HJCO	1160	1.	Jesus M. Garcia
	HJCW	4945 sw.	.75	
Bogota	HJCQ	4955 sw.	1.0	Ministerio de Economio Nacional
Bogota	HJCR	1200	5.0	Colombian Govt.
	HJCT	6180 sw.	s.5	
Bogota	HJCU	720	5.	Cristobal Paez G. y Cia. Ltda.
	HJCA	4855 sw.	1.	
	HJCY	1450	0.5	
Bogota	HJCX	6018 sw.	0.75	Voz de Colombia
	HJCZ	1040	2.5	
Bogota	HJCS	920	10.	Jaime Restrepo
Bogota	HJKE	4885 sw.	2.5	Jaime Restrepo
Bucaramanga	HJGE	1130	2.5	Gustabo Sorzano Jimenez
Bucaramanga	HJGF	4845	1.0	Gustavo Sorzano
Bucaramanga	HJGB	4775 sw.	2.5	Francisco A. Bueno
	HJGK	1280	0.5	
Buenaventura	HJES	1525	0.25	Josege Berrio
Buga	HJEI	1410	0.25	Bernando Buena Delgado
Buga	HJEP	1485	0.5	Hernando Azcarate M.
Cali	HJEG	1510	0.5	Luis C. Velasco M.
Cali	HJEB	1150	1.0	Eduardo Cordoba
	HJED	4825 sw.	1.0	
Cali	HJEC	1300	0.5	Rafael Angulo
Cali	HJEE	1090	0.5	Jose T. Calderon N.
Cali	HJEF	1260	0.5	Hernando Bueno Delgado
	HJEL	1340	0.5	
Cali	HJER	1395	0.5	Mario Arango M.
HJEX	HJEX	4865 sw.	2.5	
Cali	HJEW	1530	.5	Luis E. Cajiao
Cali	HJEN	1370	0.5	Alfonso Mese Vargas
Cartagena	HUAE	4965 sw.	0.75	Laoratorios Fuentes,
	HJAF	1240	0.5	Rafael Fuentes owner.
Cartagena	HJAP	4935 sw.	0.75	Lequerica Hermanos
	HJAR	1400	0.5	

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Cartagena	HJAQ	1370	.5	Victor Meto Nunez
Cartago	HJEO	1230	0.5	Daniel Dozman
Campoalegre	HJFR	1480	.25	Ricardo Fierro
Cucuta	HJBB	4815 sw.	0.75	Pompilio Sanchez
	HJBC	1270	0.5	
Fusagasuga	HJKB	1520	.1	Elias Martinez
Florencia	HJIB	1360	.1	Eduardo Plata
Girardot	HJCL	1460	0.5	Celestino Cienfuentes
Honda	HJFS	1410	.25	Ramon Rojas
Ibague	HJFT	1370	.5	Antonio Barrios M.
Ibague	HJFC	1500	0.25	Vicente Vaitan Rondon
Ibague	HJFL	1440	0.25	Luis E. Martinez
Ibague	HJFP	1500	.075	Mario Cadavid
Jerico	HJDH	1530	.25	Roberto Laverde
Manizales	HJFX	600	.1	Antonio Pinzon H.
Manizales	HJFB	6105 sw.	5.00	Alberto Hoyos A.
	HJFD	1390	0.5	
Medellin	HJDA	1285	0.25	Humberto Restrepo A.
Medellin	HJDC	1360	0.5	Francisco Cuartas
	HJDX	4795	.75	
Medellin	HJDE	6145 sw.	5.	William Gil
	HJDK	1250	.5	
Medellin	HJDG	1020	.5	Jose Nichols V.
Medellin	HJDB	1215	.5	Raul Mejia M.
Medellin	HJDL	1458	0.5	Jaime Tobon R.
Medellin	HJDM	1520	1.0	Prospero Aguirre
Medellin	HJDQ	1320	1.	Samuel Parrah
	HJDP	4885 sw.	1.0	
Medellin	HJDR	1380	0.5	Ramirez & Cia., Ltda.
Medellin	HJDT	1150	0.5	Jaime Garcia
Medellin	HJDV	1490	0.5	Universidad de Antioquia
	HJDU	4805 sw.	.75	
Neiva	HJFP	1520	.25	Antonio Cruz
Palmira	HJEF	1460	0.3	Rafael Angulo
Palmira	HJEQ	1180	0.5	Humberto Dorronsoro
Pasto	HJHA	1070	2.5	Alfonso Delgado Z.
Pasto	HJHB	1350	0.5	Antonio J. Meneses
Pereira	HJFA	6054 sw.	1.0	Bernanardo Tobon de R.
	HJFE	1470	1.	
Pereira	HJFQ	1120	.5	Juan Mejia Duque
Pereira	HJFK	6097 sw.	2.5	Sociedad "La Voz Amiga"
	HJFF	1350	1.	Antonio Giraldo C. & Son
Popayan	HJEA	1500	.5	Jesus Hernando Hormaza
Popayan	HJEG	1450	0.5	Mercedes M. de Valencia
Quibedo	HJDG	4805 sw.	.5	Intendencia del Choco Cultural
Santa Marta	HJBH	1410	0.5	Manuel C. Conde
Santa Marta	HJBJ	1140	0.5	Julio A. Sanchez
Santander	HJEH	1550	0.1	Escuela Rafael Tello
Tocaima	HJCP	1530	0.092	Ruperto Aguilera Leon (Catholic Station)
Tulda	HJEK	1340	.1	Hernando Bueno Delgado
Tunja	HJGA	1425	.25	Gabriel Cardenas R.

COSTA RICA

Alajuela	TI5JJM	575	1.5	Emilio E. Martinez
Cartago	TI3MC	1175	.5	Manuel Carazo Gonzalez
Cartago	TI3LC	1215	.9	Jose Francisco La Fuente Canossa
Cinco Esquinas Tibas	TIHB	690	2.0	Roger Barahona Gomez
Limon	TIQ	555	.2	Francisco Garron S.
Puntarenas	TIWS	900	1.0	Manuel Campos J.
Puntarenas	TICM	1200	0.5	Camilo Moya X.
San Jose	TIRCC	6180	.3	Prbo. Carlos Borge
San Jose	TINRH	9692	.75	Amando Cespedes Marin

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
San Jose	TILYM	1015	1.0	Roberto Meses Q.
San Jose	TI4NRH	710	.75	Amando Cespedes Marin
San Jose	TICJ	735	5.0	Carlos Madrigal Mora/Jorge Ortiz
San Jose	TIBG	750	0.5	Narcisco Garcia
San Jose	TIW	775	.45	Lola Monge P.
San Jose	TIGPH2	800	3.	Gonzalo Pinto H.
	TIGPH	605	6.5	
San Jose	TIPG	625	5.0	Caludia Martinez M.
		9615 sw.	20.	
San Jose	TILJ	955	1.0	Luis Jeronimo Cordero Gutierrez
San Jose	TIEP	6700 sw.	1.	Eduardo Pinto H.
San Jose		830	3.	
San Jose	TIRS	920	3.0	Orlando Sotela M.
San Jose	TIOS	940	0.5	Guillermo Castro
San Jose	TIRH	970	0.5	Rafael Hine Chavarria
		6150 sw.	0.25	
San Jose	TIFC	1000	1.0	Juana L. Mayoer de Cabezas
San Jose	TIDB	1250	1.0	Ricardo Dorado
San Jose	TIRM	1040	0.5	Rafael Merino
San Jose	TIUCR	1235	1.0	Universidad de Costa Rica
San Jose	TIMACHO	1100	1.0	Maximo Chaves Arias
San Jose	TINBC	1070	15.	Oscar Martinez N.
San Jose	TIJMP	855	3.	Margarita M. de Girton
San Jose	TIGPH	5875	1.0	Gonzalo Pinto H.
San Pedro	TILS	880	5.0	Luis Saenz Mata
San Juan Tibas	TIBAS	650	8.0	Gonzalo Pinto H.
San Francisco de Asis	TIBO	670	1.0	Carlos Francisco Jimenez

DOMINICAN REPUBLIC

Ciudad Trujillo	HIZ	1350	0.1	Frank Hatton
	HI1Z	6312 sw.	0.2	Frank Hatton
Ciudad Trujillo	HIN	1090	0.15	Partido Dominicano
	HI1N	6243	0.7	
Ciudad Trujillo	HI1G	6124 sw.	0.1	A. Cordero Puerlo
	HI2G	9290 sw.	0.1	
Ciudad Trujillo	HIL	6187 sw.	0.6	J. C. Pellicer
Ciudad Trujillo	HIT	7200 sw.	0.1	F. A. Sanabia
Ciudad Trujillo	HI2T	7275	.20	Jose Arismendi Trujillo M.
	HI3T	1040	10.	
Santiago	HI1A	6180 sw.	.75	Rafael Western
Santiago	HI9B	6383 sw.	0.2	Jacinto L. Sanchez
Santiago	HI8Z	7225	0.2	Luis F. Moscoso
Santiago	HI2A	7215	0.25	Expedi Pou
Puerto Plata	HI9T	6170 sw.	.10	Luis A. Pelegrin
	HI9U	7205	.1	
San Cristobal	HI1R	6140	.20	Luis Alberti
San Pedro de Macoris	HI1J	6025	.1	Fausto Donastorg
Romana	HI3C	6660 sw.	.030	Antonio Herrero Hernandez

ECUADOR

Cuenca	HC5BU	4715		Cia. Radio Universal
Guayaquil	HC2BC	1300		Randolfo Sierra
Guayaquil	HC2FB	1140		Roberto Hernandez
Guayaquil	HC2FH	1200		Cia. Radiod. El Milagro
Guayaquil	HC2AU	1350	0.2	Cia. Radio Atalaya
Guayaquil	HC2ET	1131 sw.	0.5	Jose Santiago Castollo
Guayaquil	HC2CM	900		Julio Sanchez

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Guayaquil	HC2RB	1250	0.1	Luis F. Rodriguez
Guayaquil	HC2AK	1050	1.0	Compania de Ecuador
Guayaquil	HC2AW	975	.0025	Alfonso Wilmont
Guayaquil	HC2FD	600		Gonzalo Enderico
Guayaquil	HCJB	700		Wordl Radio M. Fello
Guayaquil	HC2FY	810		Washington Rama
Guayaquil	HC2FZ	850		Pedro Chapilliquenc
Guayaquil	HC2FL	1400		Gabriel Vergara J.
Ibarra	HC1FM	4725 sw.	0.3	Azael Teran
Portoviejo	HC4FA	4760		Soc. An.
Quito	HCJB	970	1.0	Wordl Radio M. Fello
Quito	HC1BD	1111		Rosendo Gavilanes
Quito	HC1PM	4780 sw.	0.15	Lenardo Ponce
Quito	HC1FJ	1210		Miguel Arregui y Cia.
Quito	HC1MJ	1410		Manuel Ocana
Quito	HCQRX	1340	0.25	Radio Quito
Quito	HCIGP	4790 sw.	0.2	Padre Elias Brito
Quito	HCIBS	1160	0.25	Cesar Mantilla
Quito	HC1AB	1280		Ariz Noe Mucarzel

EL SALVADOR

San Salvador	YSF	9250	0.5	
		840	2.5	
San Salvador	YSR	900 sw.	2.5	Alberto Cevallos Sosa
	YSR	6265	0.5	
San Salvador	YSI	7215	.5	Ricardo Ramos
San Salvador	YSN	9655	.8	Ruben Menbreno
	YSO	1470	.8	
San Salvador	YSS	638	0.5	Direccion General de Communicaciones, Govt. of El Salvador
	HUB	6150 sw.	.3	
San Salvador	YSP	780	.3	Fernando Alvayeros Sosa
	YSP-B	6150 sw.	.3	
San Miguel	YSHQ		.50	Alberto Cevallos Sosa

GUATEMALA

Guatemala City	TGM	830	0.1	Roberto Castillo
	TGM1	6600	0.1	
Guatemala City	TG1	1310	0.3	Govt.
	TG2	6620 sw.	1.	Department of Communication
	TG3	1350	0.25	
Guatemala City	TGO	1140	0.5	La Vov de las Americas
	TGOA	1140	0.5	
Guatemala City	TGR	1211		Dn. General Guardia Civil, Gob. de Guatemala
	TGR	6255		
Guatemala City	TGW	640	10.0	Guatemala Govt.
	TGWA	9685 sw.	10.	
	TGWB	6460 sw.	1.	
	TGWC	1520 sw.	1.	
Guatemala City	TGK	1380		Pbro. Augusto Herrera A.
Guatemala City	TGL	1240	.25	Gilberto Marroquin Lucero
	TGLA	6295	.25	
Guatemala City	TGX	1410	0.05	Miguel Angel Mexicano Novales
	TGX1	6190	.05	
Quzaltenango	TGQ	1450	0.25	Govt.
	TGQA	6400 sw.	0.3	
Mezatenango	TGLB	6900		Gilberto Marroquin Lucero

HAITI

Port-au-Prince	HHWB	9550		

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Leogane	HHK*	6200	25.	Haitian Govt.
		9620 sw.		
		1820 sw.		
		17850 sw.		
		21670 sw.		
		920		
Port-au-Prince	HH3W	9890	0.25	Ricardo C. Widmaier, Jr.
	HHW	1230	0.15	
		978		
Port-au-Prince	HH2S	5945	0.4	
Port-au-Prince	HHBM	1473	1.	
	HHCM	9660 sw.	1.	
	HHGM	6165 sw.	1.	Frank C. Magliore

HONDURAS

Ceiba	HRD2	6235 sw.	0.2	Ing. M. R. Moncada
San Pedro Sula	HRP1	6351 sw.	0.15	Filiberto Diaz Zelaya
Tegucigalpa	HRN	5875 sw.	.5	Rafael Ferrari

NICARAGUA

Granada	YNFT	7500 sw.	0.1	Jose F. Tercero Z.
Granada	YNLAT	7625 sw.	0.1	Leonidas A. Tenorio
Granada	YNWW			
Leon	YNJAT	5758 sw.	0.6	Jose Agustin Tijerino
Leon	YNDG	6850 sw.	0.8	Dionisio E. Gallo
Managua	YNLG	1530		
Managua	YNDS	6610 sw.*	1.	
Managua	YNPS	6760 sw.	0.8	La Voz de Nicaragua (Govt.)
Managua	YNOW	6850	0.80	Mendoza y Hermanos
Boaco	YNBO	6760 sw.	1.0	
Managua	YNCQ	6850 sw.*	0.8	

PANAMA

Colon	HON	1500	1.0	Jose Jaen y Jaen
Colon	HOW	1230	0.1	Radiodifusion Panamericana S. A.
Colon	HP5K	6005 sw.	0.8	Jose Jaen y Jaen
	HOK	640	0.25	
Colon	HOL	1390	.25	
	HOLA	9505 sw.	0.25	Anibal Galindo
Chitre	HOJ	1130	0.5	Fernando Jolly
David	HOU	1025	1.0	La Voz de Baru
Panama	HOX	900	1.	Raul Jimenez
	HOXA	15100	7.5	
	HOXB	11810	7.5	
	HOXC	9660	5.0	
Panama	HOG	840	.25	Radiodifusion Panamericana
Panama	HP5G	11870 sw.	.8	Radio Panamericana
	HOB	6175 sw.	0.6	
Panama	HOA	1090	1.0	
Panama	HOC	1440	1.	Jose Jaen y Jaen
Panama	HP5A	11700 sw.	.5	Jose Jaen y Jaen
Panama	HOQ	1250	0.25	Fernandez Jose Herrera, Jr.
Panama	HP5B	6030 sw.	0.25	Ernesto de la Guardia, Jr.
	HP5C	730	.5	
Panama	HP5H	6122 sw.	0.5	M. Lombardo Vega
Panama	HP5J	9607 sw.	0.25	Manuel Diaz
	HP6J	1358	0.25	
Panama	HOHA	900	0.32	M. Lombardo Vega

PARAGUAY

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Asuncion	ZPA1	6030	2.5	Official Govt. Station
Asuncion	ZP1	1360	0.5	Official Govt. Station
Asuncion	ZP4	730	1.0	Saccarrello y Ferreira
Asuncion	ZP8	900 sw.	0.1	
Asuncion	ZP6	1300	0.5	Emilio Jordan Livieres
Asuncion	ZP9	970	1.0	A. C. Bajac
Asuncion	ZP10	1330	0.5	A. Arbo Recalde
Asuncion	ZP11	1200	0.5	Juventud Antoniana
Asuncion	ZP13	1430	0.1	Julio Picossi Villagra
Asuncion	ZP3	700	10.	Teleco Paraguaya S. A.
	ZPA3	11850	1.2	
Encarnacion	ZP5	920	5.0	Sociedad Paraguaya de Radiodifusion
	ZPA5	11950	2.5	

PERU

Arequipa	OAX6B	6035 sw.	0.15	Maximo J. Landa
Arequipa	OAX6C	1370	1.	J. Antonio Umbert F.
	OAX6E	6335	1.	
Arequipa	OAX6A	6050 sw.	0.1	Jorge E. Olazabal Benavides
Callao	OAX4C	1160	0.5	Alvarada & Urteaga
Chiclayo	OAX1A	6150 sw.	0.3	J. Carlos Montoy D'
Cuzco	OAX7A	6128 sw.	0.1	Carlos Lizarraga Fisher-Montero
Huacho	OAX4D	840	.20	Juan P. Goicochea
Huancayo	OAX4P	5980	0.25	Alfredo Elejalde Granados
Huanuco	OAX3A	6116 sw.	0.4	Victor Priano Storace-Castilla
Ica	OAX5B	1480	0.25	Luis de los Heros y de los Rios
	OAX5C	9560 sw.	0.25	
Lima	OAX4H	6095 sw.	1.	Armando Ortiz Lambert
	OAX4F	1080	0.25	
Lima	OAX4B	1200	0.25	
	OAX4G	6190 sw.	0.25	
Lima	OAX4Z	6082 sw.	15.	Gobierno del Peru
	OAX4A	854	10.	
	OAX4T	9562 sw.	10.	
	OAX4R	sw.		
Lima	OAX4E	960	0.2	Ing. Juan P. Goicochea
	OAX4K	9545 sw.	0.25	
Lima	OAX4I	1320	0.25	
	OAX4J	9520	0.2	
Lima	OAX4X		0.3	Dianderas Samanez
	OAX4Q		0.2	
Lima	OAX4L	1250	0.2	
Lima	OAX4U	1010	10.	
	OAX4V sw.	5925 sw.	7.5	
	OAX4W sw.	9360 sw.	2.	
Trujillo	OAX2A	5625 sw.	.75	Rafael Larco Hoyle
	OAX2B	1400	.5	

SURINAM (DUTCH GUIANA)

Paramaribo	ZPH	5865	0.150	J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.

URUGUAY

Canelones	CW47	1470	0.3	Julio J. Rabasa
Canelones	CW4	610	5.	Diario Rural S. A.
Cerro Largo-Melo	CW53	1580	0.25	Ruben D. Lucas
Colonia	CW1	550	4.5	R. Berotti & R. Montellano

Location	Call Letters	Frequency Kcs.	Power Kws.	Owner or Operating Agency
Colonia	CXA8	9640	3.0	Jaime Yankelvich
Durazno	CW25	14030	0.5	Artola Evangelisti & Cia.
Florida	CW33	1200	0.25	Omar F. Barreiro
Lavalleja-Minas	CW43	1420	0.5	Juan R. Volante
Maldonado	CW51	1560	0.5	Hector Lamaison
Montevideo	CX6	650	25.0	Servicio Oficial D. R. F. (Ministry P. E.)
Montevideo	CX8	690	0.5	Ramon Puyal
Montevideo	CX10	730	1.0	Batlle y Gestoso
Montevideo	CX12	770	5.0	Luis A. Artola
Montevideo	CX14	810	15.0	Difusoras del Uruguay
Montevideo	CX16	850	10.0	SADREP Ltda.
Montevideo	CX18	890	5.0	Difusorad El Espectador Ltda.
Montevideo	CX20	930	2.0	Maria Elvira S. de Romay
Montevideo	CX22	970	.25	Harispuru Hnos.
Montevideo	CX24	1010	2.5	SADREY Ltda.
Montevideo	CX26	1050	5.0	Ministerio de Ganaderia y Agrecultura
Montevideo	CX28	1090	3.0	Walfrido Figueira Moran
Montevideo	CX30	1130	2.0	Silva y Larrea
Montevideo	CX32	1170	0.5	Comp. Uruguaya de Publicidad
Montevideo	CX34	1210		
Montevideo	CX36	1250	1.0	Vazquez y Walder
Montevideo	CX38	1290	5.0	Servicio Oficial D.R.E. (Ministry P. E.)
Montevideo	CX40	1130	0.5	Julio J. Rabassa
Montevideo	CX42	1370	1.0	Hector Vernazza
Montevideo	CX44	1410	0.25	Juan Carlos Raffo
Montevideo	CX46	1450	1.5	Carlos Silva Rijo
Montevideo	CX48	1490	1.5	Sara Vazquez Alvarez
Montevideo	CX50	1530	0.3	Bernardino Avala
Montevideo	CXA3	6075	2.5	Leon y Landeira
Montevideo	CXA4	6125	10.0	Radio Electrica
Montevideo	CXA6	9620	20.0	Radio Electrica
Montevideo	CXA7	11735	0.5	Luis A. Artola
Montevideo	CXA10	11900	20.0	Radio Electrica
Montevideo	CXA11	27000	2.5	Radio Electrica
Montevideo	CXA13 CXA14			M. de Ganaderia y Agricultura
Montevideo	CXA18	15300	20.0	Radio Electrica
Montevideo	CXA19	11835	50.0	Difusoras Uruguay Ltda.
Montevideo	CXA21	6170	1.0	Julio J. Raassa
Montevideo	CXA22	29500	2.5	Servicio Oficial de Difusion Radio Electrica
Montevideo	CXA23	43500	2.5	Radio Electrica
Montevideo	CXA24	58000	2.5	Radio Electrica
Montevideo	CXA30	6035	1.0	Silva y Larrea
Paysandu	CW35	1240	0.25	Alfonso M. Ordoqui
Paysandu	CW39	1320	0.1	Miguel Penna
Paysandu	CW47	1510	0.1	Fasola Riod y Tiboni
Rivera	CW43B	1480	.75	Walfrido Figuiera Moran
Rivera	CW19A	1340	0.06	Jorge Dowton Garcia
Rocha	CW19	1340	0.05	Abel Machado
Salto	CW23	820	0.25	Ramon J. Vinci y Hector Jose Carbone
Salto	CW27	680	0.25	Luis Batlle Berres
Salto	CW31	1120	0.25	Salvador E. Pera
San Jose	CW41	1360	0.05	Pedro Brucoleri
San Jose	CW47A	1510	0.1	Fasola Rios y Tibori
Soriano-Mercedes	CE46B	1460	0.05	Roberto Tarucell
Tacuarembo	CW46A	1400	2.0	Luis S. Dini
Treina y Tres	CW45	1390	0.25	Marroche y Lacurcia

1948 'scope

FOCUS OF THE YEAR...

When NBC announced network television on the first business day of 1948, remarkable things began to happen. Within two weeks, one manufacturer oversold a carload of sets in a southern city. A station in that same city found itself with sudden new contracts for $1,000 worth of time a week. The station was not yet on the air with television and the people who bought the sets couldn't view any programs for a few months to come. These are just two items among many that happened because people were ready for television. NBC's culminating achievement of network television clicked with what the public wanted precisely when they wanted it. The eye of that public is clearly and enjoyably focused today on NBC's conviction and performance in . . . *1948—Television's Year.*

FOCUS OF ANOTHER YEAR...

Television had a long infancy, an enthusiastic boyhood and a smartly paced entry into its year of grown-up action. And now it's possible even to be nostalgic about it. Remember *Business Week's* Special Report of 1939?

"Ending years of rumor and premature conjecture, television's birth was officially scheduled for the year 1939, when David Sarnoff, president of the Radio Corporation of America, announced two months ago that home receiving sets would be put on sale by April and that the National Broadcasting Company, RCA's subsidiary, would begin a regular television broadcasting service when the New York World's Fair opens April 30, 1939."

NBC Television

NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America

RADIO DAILY

PRESENTS

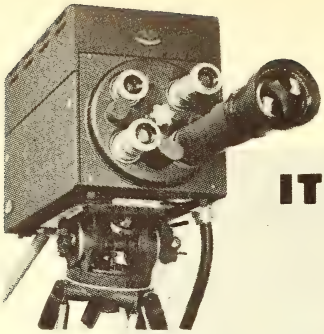
THE 1948 YEAR BOOK OF TELEVISION

Edited by

JACK ALICOATE

Copyright, 1948, by the Radio Daily

1501 Broadway, New York 18, N. Y. WIsconsin 7-6336



For year-after-year top performance, money-making commercial telecasting . . .

IT'S DU MONT FROM A to Z

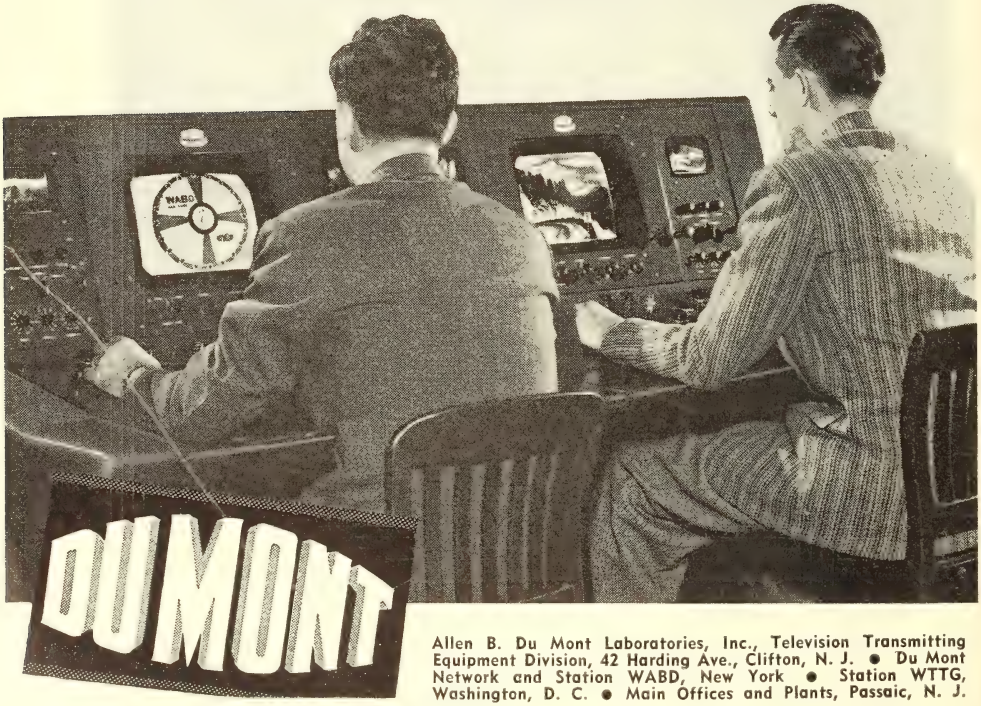
From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. *No other organization can match this pioneering saga.*

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how." Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

First with the Finest in Television



Allen B. Du Mont Laboratories, Inc., Television Transmitting Equipment Division, 42 Harding Ave., Clifton, N. J. • Du Mont Network and Station WABD, New York • Station WTTG, Washington, D. C. • Main Offices and Plants, Passaic, N. J.

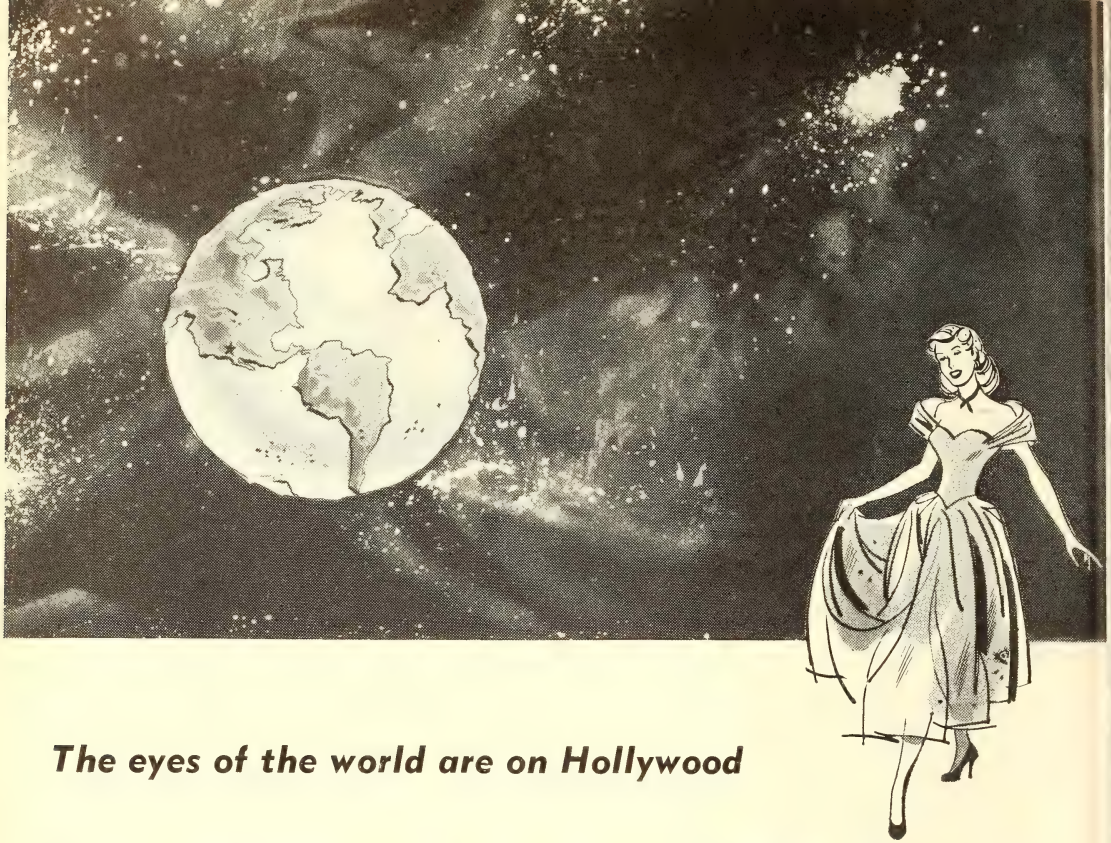
TELEVISION

Add a new dimension, perhaps the most important, to the dynamic field of entertainment. Television is HERE. While Motion Pictures, Opera, the Stage and Concert Field are having a trying time to hold their own, TELEVISION, the mightiest facet of all is moving forward with the grace of a rocket and the force of an atom bomb.

Not so many years ago Gen. Sarnoff knowingly told us that practical television only awaited circulation. With a cyclone of sets and a nation wide coxial network in the developmental stage it can now be said that the future of television is unlimited. And so the stage is set. From those now in television we can expect more maturity in production. To those in allied fields we suggest most serious attention to this thundering giant.

The pages that follow, in somewhat abridged fashion, reflect the past and present picture of video, as well as an enlightening and constructive look-see into the television crystal ball of the future. This is the Third edition of the Year Book of Television. To those who have so cheerfully helped in its preparation the editor extends his grateful appreciation.

JACK ALICOATE,
Editor.



The eyes of the world are on Hollywood

and Hollywood's eyes are on **KTLA**

In Hollywood there starts a custom, a fad, a fashion. First thing you know, you find it spread to the far corners of the earth. But where does Hollywood get its ideas? Well, here's one clue: Hollywood's great, absorbing interest today is television—and in Los Angeles, television means KTLA, on the air seven days a week with a wide variety of excellent programs.

KTLA *sells Hollywood*

HOLLYWOOD *sells the world*

KTLA *WILL BE A KEY STATION IN THE PARAMOUNT TELEVISION NETWORK*

Station KTLA
5451 Marathon Street, Hollywood
Klaus Landsberg—West Coast Dir.

KTLA
Television Productions, Inc.

National Sales Representative
George T. Shupert, 1501 Broadway, N. Y.
BRyant 9-8700

A SERVICE OF PARAMOUNT PICTURES Inc.

SCANNING AND PANNING

By **FRANK BURKE**, *Editor, Radio Daily and Television Daily*

TELEVISION programming techniques both from an advertising and entertainment point of view progressed during 1947 but there is still need of showmanship in the development of the sight and sound art.

Program progress of the past year included improvement in special events coverage; more intelligent use of visual commercials; the advent of daytime programs designed for kiddie viewing and the use of documentary, news and educational films.

Some of the major advertising agencies such as Foote, Cone and Belding, J. Walter Thompson, and N. W. Ayer have made excellent use of movie commercials in the television field. The use of films to sell Lucky Strike cigarettes, the Ford film commercials and U. S. Rubber's treatment of sports events on film are some of the notable examples of good taste and excellent merchandising using movie techniques.

•

Another important step on the progressive side noted the past year which holds promise for further expansion this year is the increasing number of program hours on stations. The complaint that television gave little or no daytime programming is being answered by increasing schedules of daytime shows—afternoon programs of special appeal to women and children. Also by adding daytime special events coverage of events in Washington and New York.

The coming of the Republican and Democratic National conventions to Philadelphia in July are heralded in television circles as two events that will give great impetus to the new art. Extensive plans for network and station coverage on the Atlantic seaboard and tele film coverage for stations in other sections of the country have been worked out. In addition the major manufacturers of television receiving sets in February made plans for an extensive advertising and promotion campaign designed to step up the sale of receivers for the forthcoming political conventions.

•

Greatest problem from an audience standpoint in 1948 is the installation bottleneck which the major manufacturers up till now have not been able to solve. The demand for receivers, particularly the table models produced by Du Mont, RCA, Philco, Farnsworth, Emerson, General Electric and others have been great but the distributors and dealers have not been geared to handle the installation and servicing in many instances.

Despite the set installation bottleneck the television industry made amazing progress during 1947 and will climb to still greater heights in 1948. With prospect of nearly 50 television stations in operation before the end of 1948 and nearly a million sets in the hands of the growing video audience the new industry will become a nation-wide entertainment and commercial enterprise this year.

Two organizations have done much to further the new art the past year. These are the Television Broadcasters Association and the American Television Society. The TBA under the leadership of Jack Poppele, president, have represented both the manufacturers and the broadcasters and the ATS with Don McClure as president and have brought together all segments of video into a closely knit progressive society of television experts and newcomers to the field. Their impact, unquestionably, have been of immeasurable value in establishing television as a dramatic, growing industry.

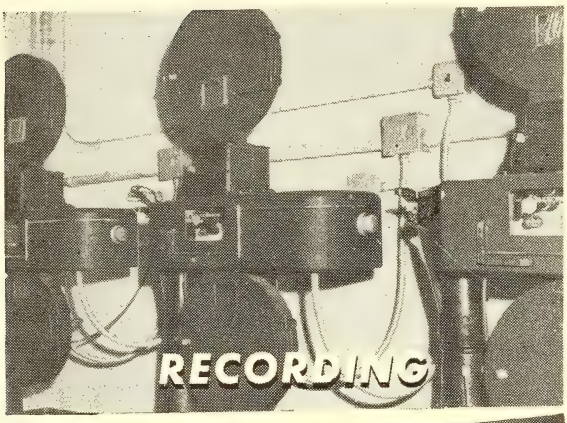
•

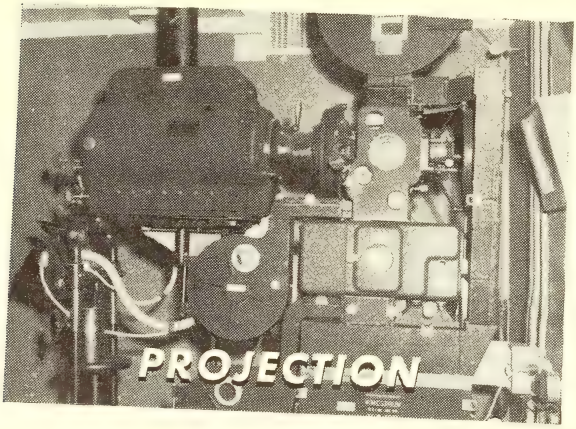
Probably one of the biggest needs of the new art is the establishment of an authoritative survey system which will give broadcasters, manufacturers and advertisers alike a true picture of the growing television audience from month to month. Broadcast Measurement Bureau, industry sponsored research organization, has plans for rendering this service and both the Hooper and Nielsen organizations are working to the end of providing such a service. The only figures available at this writing are the monthly estimates of the Radio Manufacturers association on set production by their member manufacturers and the fluctuating figures of the Federal Communications Commission on station applications, CPS and commercial licenses. These figures are available from day to day at the FCC as the television actions are disposed of by the commission.

Television is no longer around the corner. It's here and growing daily. By the end of 1948 it may enter the charmed circles of the first fifteen major industries in the United States.

emil VELAZCO
INCORPORATED

723 SEVENTH AVE., NEW YORK 19 PLaza 7-8530





EXCLUSIVELY A *Service*

ORGANIZATION
FOR ALL PRODUCERS . . .

offering the finest and most modern film facilities in America.

"air conditioned"

- RECORDING STUDIOS
- RERECORDING STUDIOS
- SCREENING ROOMS
- CUTTING ROOMS

Sound Effects Library
Extensive Music Library
16mm-35mm Optical Effects
Film Vault Service

OUR COMPREHENSIVE FACILITIES and KNOW-HOW REDUCE TELEVISION and MOTION PICTURE FILM PRODUCTION COSTS!

Television Today — Facts and Figures

NINETEEN television stations are now operating in 12 key cities of the United States. Thirty more stations were expected to begin regular video service this year.

•

Cities having daily TV program service were: New York, Schenectady-Albany, Philadelphia, Baltimore, Washington (D.C.), Cincinnati, Cleveland, Detroit, Chicago, Milwaukee, St. Louis and Los Angeles.

•

Major manufacturers report production of approximately 225,000 receivers during 1947 with prospects of 750,000 sets being produced during 1948.

•

It is estimated that upwards of 200,000 receivers are in use in private homes, with an approximate audience of 1,500,000.

•

Price of television receivers range from around $200 for small table models to $2,500 for deluxe all-purpose models.

•

Coaxial cable now links New York with Philadelphia, Baltimore, and Washington with an extension to Richmond, Va., in prospect during the spring of 1948.

•

Radio relay links now in operation include one from South Bend, Ind., to Chicago; another from New York to Schenectady, a third linking Philadelphia with New York City, and a fourth connecting the latter with Boston, Mass.

•

Top programs during '47 included telecasts of the World Series, Louis-Walcott heavyweight championship fight, and first video pickup from the White House.

•

Plans were made to televise the national conventions of the Democrats and Republicans in Philadelphia. Proposal involved all broadcasters on the eastern network who will participate via an industry pool.

•

Over 200 top national advertisers were using television on a regular basis, several of which were represented in all 12 cities with video service at the start of the year.

•

AT&T announced plans to link the east and midwest with coaxial cable and radio relay by December of 1948. Plan called for regional network service to be expanded in both areas, with connections extending from Buffalo in the north through Cleveland and west to St. Louis, Mo.

WPTZ

FIRST IN TELEVISION IN

PHILADELPHIA

NBC TELEVISION AFFILIATE

PHILCO

TELEVISION BROADCASTING CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania

TELE SPONSORS SHOW INCREASE

By DON McCLURE, *N. W. Ayer & Sons*

McClure

ABOUT a year has passed since the first *new* long-awaited post war television set has been enthusiastically received to a home. The ever alert manufacturer optimistically forecast fantastic figures as to the number of sets that would be made for the coming year. Considerable increase in new sponsors' expanding activities, as well as the old standbys, was a logical follow up. In order, success story after success story, although ever so small as to the number of people reached, proved what *we* in Television have long believed—"It's here to stay!" Long before this new era was twelve months old, Crosley's, Hooper's, Roslow's, audience panels, Televisor and Television Magazine surveys piled up evidence so complete that even the hardest headed anti-video diehad had to admit the new electronic child was far from anemic.

•

This first firm step into a new era was not unlike the first firm step of a child . . . solid, positive, with an objective in view . . . then back to crawling. As the months rapidly dropped from the calendar, so did the earlier set estimates—so did program experimentation—so did station applications—so did opening dates for new stations. Even many so called far seeing and daring advertisers took the easy and short way out—"Let's wait." The public, when the chips are down, are the only ones that count, and they continued to buy every set the manufacturer produces. At this late date it's rather foolish to observe that John Q. (in this country at least) usually gets what he wants . . . and commercial happens to be on his list.

With the coming of spring, the long promised sets in quantity began to be a reality. Baseball, the national sport, was for the first time tried in all cities having television and big league teams on a regularly scheduled basis. Some of the experienced television sponsors—and many new ones—became even more aware of the genuine interest the public had in this new bill of fare. By the end of the summer, almost every ball park where television was permitted to telecast games admitted that turnstile attendance had reached an all-time high.

Comes the spring, besides being necessary to a "young man's fancy", there was a stimulating effect on *other* types of *professional* programming. Some national advertisers bought top professional talent only to find it paid off. Other producers offered types of television programs that were a logical step from sport and news events into entertainment in the home and at a cost that made economic sense even at this stage of the game.

•

At this point, we feel it advisable to indicate that spring also offered encouragement to what we believe can become a menace in station programming—the minute spot!—not too obvious a pitfall, but from a station's programming standpoint, once they break their time into segments of one minute—in the extreme it could well become a problem of public relations to prevent 59 one minute commercials during an hour of programming. The second, and by far the most serious as far as the sponsor is concerned, once a one-minute spot has been shown, the impact and remembrance of a good commercial is pretty complete. It's second showing begins to create a nuisance in the mind of the viewer. The 3rd, 4th and 5th showings can easily cause the audience to switch to another station. Naturally, this is a negligible problem in radio but, unfortunately, some sponsors are already treating television like radio—with pictures attached.

•

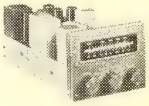
The 1947 World Series—topped in interest probably only by the Louis vs. Conn fight, drove set demands into the stratosphere. The request for time on stations reached a peak, Advertisers and their agencies began to speak of television in terms above a whisper. Segwaying into this annual baseball classic was another top American sport—football! Sponsors were fighting for positions, options, renewals—and sets were still miles behind the demand.

Looking into television's future at this time, the view is reasonably clear. With little effort on the manufacturers' part, all sets can be sold to an eager public.

In every field of radio

LOOK TO THE GENERAL ELECTRIC COMPANY

AM Among the first to design, build and operate transmitters in the AM field, General Electric has always maintained its interest in advancing the art and technical development of this phase of broadcasting. The 250 watt AM transmitter shown here is the first of General Electric's completely new line that includes all types, from the lowest to the highest power ratings.

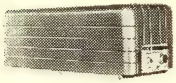


AVIATION To the pilot, the radio equipment is the most valuable instrument in his plane, since his life may depend upon it. In designing the complete General Electric line of Aviation Electronic Equipment, reliability far beyond accepted standards was demanded. The high quality that is being built into these entire lines is assurance of dependability under the most critical conditions.

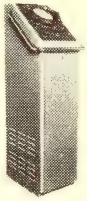
FM As a pioneer in the development of FM broadcasting, General Electric has acquired the background and experience which has proved so invaluable to the newer stations entering this field. As a leader in the development of FM, General Electric has a complete line of FM transmitters for broadcasting stations of every size.

TELEVISION For years General Electric has pioneered in television. Station WRGB has provided outstanding facilities for both technical and program experimentation. This union of engineering with studio production supplies General Electric with experience of incomparable value to those entering the television field.

COMMUNICATIONS



In the broad field of communications, General Electric has placed emphasis on the importance of quality, reliability and simplicity of design in this type of equipment. Since many of the applications for radio communications equipment are in the nature of public services, extreme care has been exercised to design each unit for maximum utility. Complete systems for the bands available to these services are provided, both station and mobile.



MARINE RADIO

During the war General Electric was one of the largest producers of radar for the Armed Forces. Many of these developments have been refined and simplified for use in peace. The Electronic Navigator, a radar development, is one of these peacetime applications which is now being used in navigation to protect shipping. Other equipment now being developed will aid in saving untold millions of tonnage and numbers of lives in the future.

FOR COMPLETE INFORMATION ON GENERAL ELECTRIC RADIO EQUIPMENT, WRITE OR CALL ANY OF THESE DISTRICT OFFICES:

ATLANTA 3, GA.
187 Spring Street

BOSTON 1, MASS.
140 Federal Street

CHICAGO 54, ILL.
1122 Merchandise Mart

CINCINNATI 2, OHIO
215 W. 3rd Street

CLEVELAND 4, OHIO
710 Williamson Bldg.

DALLAS 2, TEXAS
1801 N. Lamar Street

DENVER 2, COLO.
650 17th Street

KANSAS CITY 6, MO.
106 W. 14th Street

LOS ANGELES 14, CALIF.
530 West Sixth Street

MINNEAPOLIS 2, MINN.
12 Sixth Street

NEW YORK 22, N. Y.
570 Lexington Avenue

PHILADELPHIA 2, PA.
1405 Locust Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105

SEATTLE 4, WASH.
10 Second Avenue

WASHINGTON 5, D. C.
806 15th Street, N. W.

SYRACUSE 1, N. Y.—Syracuse 6-4411

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

TELEVISION-LEADERS
— 1947 - 1948 —

Thumbnail sketches of industry executives whose activities during the past year have contributed to the dramatic development of the new art, whose leadership assures television of early maturity.

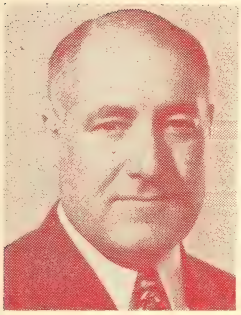
ALLEN B. DuMONT

An early industry pioneer, Dr. DuMont, president of Allen B. DuMont Laboratories, Inc., gives active leadership to the company's five divisions: research, cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters, and the DuMont television network. His name is synonymous with television through his contributions to the industry.

DAVID SARNOFF

A name synonymous with all phases of advancement in the communications field for the past quarter-century and one of America's most respected and influential business men. Sarnoff's career is as dramatic as the story of radio itself, having risen from the ranks to his present post as president and chairman of the board of RCA. He's also distinguished himself in two wars, presently holds the rank of brigadier general.

FRANK E. MULLEN



One of the most influential and widely-known executives in the business world, Frank Mullen, executive vice president of NBC, is responsible for much of the present degree of progress made in the medium by the network. At the helm of NBC's television activities the past year, Mullen is responsible for plans and development for the network's establishment of a coast-to-coast video hookup.

LAWRENCE W. LOWMAN

Operational head of CBS Television and a board member of the Television Broadcasters Association, Lowman is celebrating his 16th year as a CBS vice-president and his 20th with the organization. WCBS-TV has made great commercial strides and has won industry-wide recognition for imaginative programming, experimentation and research in the short time Lowman has been at its helm.

Where Are You Going —in TELEVISION?

How Can You Be *SURE* . . .

• ABOUT CAPITAL REQUIREMENTS—OPERATING COSTS—STUDIO DESIGN — ADVANCING TECHNOLOGY — PROGRAM SERVICE?

• These, and other questions vital to success, are being answered on the basis of years of practical television experience and painstaking research for America's leading broadcasters by RICHARD W. HUBBELL & ASSOCIATES—rendering a *complete* service to Applicant, Broadcaster, Advertiser, and Producer.

• Established in New York, Washington, Cincinnati and Hollywood, the partners and staff consultants of RICHARD W. HUBBELL & ASSOCIATES have enjoyed the confidence of television, radio, scientific and business leaders for many years. They are now assisting the leaders of television in the fields of economic and financial analysis; programming and program service; engineering; public relations; sales development; and other management problems

•

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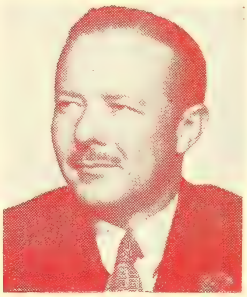
JOHN F. ROYAL

One of America's great showmen and most popular industry leaders, he's held top posts in all segments of broadcasting, including programs, news and now—television. Closely associated with show business during much of his career, Royal's far-flung contacts have played a vital role in helping NBC build top-quality television standards. He is an NBC vice-president.

MARK WOODS



Dapper, dynamic and one of the best-liked men in the industry, ABC's Mark Woods is the main driving force behind the network's activity in television as well as radio. In the thick of the race to establish a nation-wide video network, Woods early in '48 outlined ABC's plans to connect New York and the Coast.

J. R. POPPELE

One of the industry's pioneers, Jack Poppele is also one of television's leading figures. He is vice president, secretary and chief engineer of the Bamberger Broadcasting Service, a member of the board of directors of the Mutual Broadcasting System and president of the Television Broadcasters Association, Inc. Poppele was instrumental in staging many broadcasting "firsts."

DR. PETER C. GOLDMARK

Young physicist and inventor who joined CBS 11 years ago, Goldmark is accredited with that network's achievements in ultra-high frequency television, including color video transmission. For his work in this regard and in electronics research he was awarded the Morris Liebmann Memorial Prize in '46 by the Institute of Radio Engineers. Currently heads CBS' tele engineering research and development.

DR. V. K. ZWORYKIN

Internationally acclaimed for his achievements in all phases of electronics, Zworykin is a pioneer in the development of all-electronic telvision. He invented the iconoscope, video's sensitive "eye," and developed the kinescope—picture tube of the tele receiver. A member of every important engineering society and recipient of numerous major awards, Zworykin contributed heavily to World War II in science.

JAMES H. CARMINE

Nationally-known sales and merchandising expert, and a leading industry executive since 1923, Carmine is vice president in charge of distribution for the Philco Corporation. As such he is responsible for all Philco sales, merchandising and advertising, including the firm's complete line of television receivers. He has a keen business sense and unrivaled knowledge of the American market.

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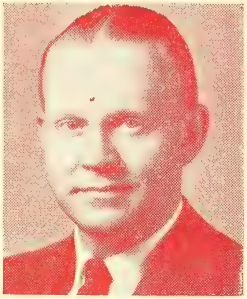
WALTER J. DAMM

Vice president and general manager of radio for the Milwaukee Journal Company, Damm directs entire operation of WTMJ-TV, WTMJ and WTMJ-FM in that city and WSAU in Wausau. A pioneer in radio for many years, and an early enthusiast of television, Damm has applied the same intelligence and industry to the new medium.

G. EMERSON MARKHAM

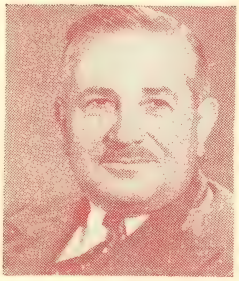


Manager of GE's pioneer station in Schenectady (N. Y.), WRGB, and a company executive since 1923. Joined GE's WGY in that city in 1925, established two of the oldest farm radio services in broadcasting. Responsible for much of WRGB's success as one of the first video outlets in the east, Markham is also vice president of the TBA.

LAWRENCE G. PHILLIPS

Widely-experienced business exec and one of the best-known showmen during the war as head of the USO, Phillips brought an impressive background to tele when he took over the reins of the DuMont television network last year. He sharpened up the web's operation in a short time, hypoed program activities and is credited with DuMont's recent surge to the fore in New York and Washington.

FRANK M. FOLSOM



As executive vice president in charge of RCA Victor, manufacturing division of Radio Corp. of America, Frank Folsom translated television blueprints and laboratory developments into receivers and broadcast equipment to establish television on a national scale. Under his direction, RCA brought out in quantity the super-sensitive Image Orthicon pickup tube, new bright-picture kinescopes and other video advances.

HARRY BANNISTER

Veteran salesman in many competitive fields since World War I, he brought a wide and experienced merchandising talent to radio in 1930 when he joined WMBC, Detroit. Later joined WWJ in the motor city, helped increase its commercial operation to new highs, and in 1941 became its general manager. Has supervised its WWJ-TV's operations since its inception.

PAUL RAIBOURN

One of the first motion picture execs to recognize the tremendous future of television, Paul Raibourn, as vice president of Paramount Pictures in charge of budgets and planning, heads up the company's entire tele subsidiary, Television Productions, Inc. An active and influential participant during video's pioneering stage, Raibourn is a director of the Television Broadcasters Association.

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LEWIS ALLEN WEISS

When Lew Weiss, chairman of the board of Mutual and executive vice-president of the Don Lee Network, began in radio in 1930, he saw in it a new and potent advertising medium that fascinated him. Now, as one of the pioneers in the development of television, he is still concerned with the great potentialities of the visual-video art media.

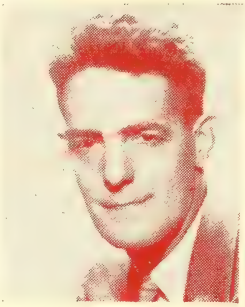
NORAN E. KERSTA

An NBC exec for more than 12 years, he's the network's director of television operations and one of the industry's youngest and most energetic officials. Pioneer in video statistical research and development of business methods for the new art, his work has run the gamut of all matters video-wise. Marine Corps radar officer, Kersta took his present post in '47.

ERNEST B. LOVEMAN

Vice president of Philco Television Broadcasting Corp., which operates WPTZ, (Phila.) for the past three years, his career dates back to the early 20's when the company entered radio. For 18 years was ad manager of Philco, contributed heavily to the firm's surge to the top in the industry. Loveman is one of the men who have made Philadelphia a vitally important video center.

WILLIAM CRAWFORD EDDY



Holder of more than 100 radio and electronic patents, Eddy brings to video a career as full of drama as the medium itself. A graduate of the U. S. Naval Academy, he spent several years with the submarine service, later joined Farnsworth Labs, NBC, then WBKB, Chicago. In the Navy during the war, Eddy rejoined WBKB in '46 as its director.

CHARLES C. BARRY

On the husky shoulders of "Bud" Barry, ABC's vice-president in charge of programs and television, fall the herculean task of programming the network's television stations. A former Presidential announcer, the 36-year-old Barry is responsible for the development of many of the network's top AM shows, will transfer much of his programming savvy to tele.

WORTHINGTON C. MINER

Director, CBS Television, Miner handles over-all programming and film activities for the network's outlet, WCBS-TV, in New York. A prominent actor-producer-director for the legitimate theater and motion pictures from 1925-'39, during which time he produced 27 Broadway shows, Miner handled the station's operation through the war years, last year inaugurated station's "on location" shows.

BOB EMERY

Producer, Du Mont Television Network's

"SMALL FRY CLUB"

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JIM OWENS, RADIO DAILY

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JACK GOULD, NEW YORK TIMES

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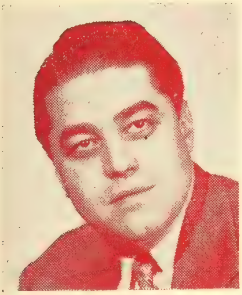


Few industry executives have done more to promote tele as an advertising and entertainment med than ABC's fireball, Paul Mowrey. A "young old-timer" in his early 30's, Mowrey has spent a decade in the industry, broke in with CBS as a lighting expert back in '38. Joined ABC in 1944, is now its national director of television.

J. R. DUNCAN

Actively engaged in television engineering since 1931, Duncan is acting director of television operations for the Crosley Broadcasting Corporation. Supervising activity at WLWT when it operated under the experimental tag of W8XCT, Duncan expanded the station's sked from one program a week in July of '47 to 20 hours weekly in January.

GEORGE M. BURBACH

General manager of the St. Louis Post-Dispatch broadcasting stations KSD, KSD-TV and KSD-FM, Burbach is one of the industry's pioneers. His early and intense interest in the development of television resulted in the inauguration of KSD-TV as the nation's first completely post-war equipped television station on February 8, 1947. He was recently elected to the Board of TBA.

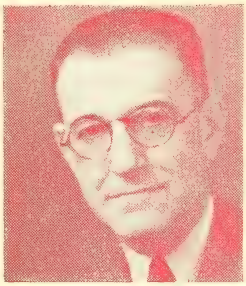
DR. LEON LEVY

Acknowledged industry leader for the past two decades, Levy heads activities at WCAU-TV (Phila.) as well as its AM, FM and facsimile interests. He and his brother, Isaac D. Levy sold their holdings in WCAU in '46, but remained as operators for new owners, Philadelphia Record, and last year, The Bulletin. Born and bred in the Quaker City, he's a vet of both wars. Is on the CBS board.

ROGER W. CLIPP

One of the industry's top executives, Clipp runs a huge enterprise in the Quaker City for the Philadelphia Inquirer, including its video outlet, WFIL-TV. Influential in getting both national political conventions for Philadelphia in '48, Clipp is a live-wire broadcaster and businessman, enormously active in all phases of industry. He's also a committee member of NAB, BMB, and a member of the stations planning and advisory committee of ABC.

DR. W. R. G. BAKER



Pioneer in the communications and electronics industry, he's vice president of General Electric. Joined the firm in 1917, helped set up its AM operations in Schenectady, Denver and Oakland, (Calif.), later joined RCA-Victor to head radio engineering. Returned to GE in 1935, was elected a vice president six years later, now heads the electronics department in Syracuse.

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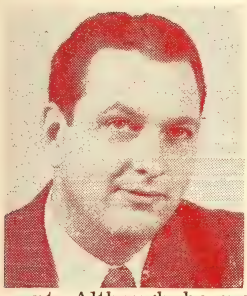
LEONARD F. CRAMER



Vice-president of the Allen B. DuMont Laboratories, Inc., and a member of its board of directors, Cramer's work for DuMont has been highly varied, including sales, promotion, advertising and station management. Although he was originally interested chiefly in sales, diversified and thorough training and experience has also made him a top-notch production man.

DON McCLURE

One of the most energetic execs in the business, Don McClure was one of the first agency men to plan and set up an extensive tele campaign for a national advertiser, when the medium was still considered in the "experimental" stage. Head of the television bureau of N. W. Ayer & Son, Don is also president of the American Television Society.

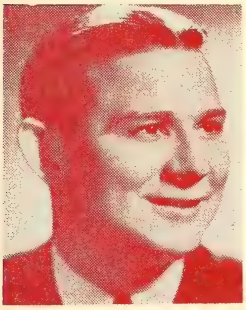
GEORGE T. SHUPERT

In television since 1943 as an executive assistant of Paramount Pictures Inc. and Television Productions Inc., Paramount's wholly owned television subsidiary, Shupert's duties include overall planning of Paramount's broadcast and theatre television operations. He is also New York sales representative for Paramount's Chicago station, WBKB, and Los Angeles station KTLA.

ROBERT S. PEARE

Vice president in charge of advertising, broadcasting, and general publicity for GE, Peare joined the company in 1922. In 1940 was named manager of GE publicity, chairman of the Company's general advertising committee, and a vice president in 1944. Peare supervises the operations of WGY, GE's standard-AM station in Schenectady, and WRGB, its TV outlet.

FRANK P. SCHREIBER



Head of broadcast activities of WGN, Chicago, one of the Mutual network's key outlets, and is a member of the web's program board. Schreiber's had a wide career in the industry and newspaper work, broke in as a sports writer after the first World War. He's been an important factor in air coverage of sports, now directs WGN-TV's operation.

EDGAR KOBAK

President of the Mutual network, and one of the most widely known men in the business world. Kobak's activities in video will expand this year with debut of several MBS stations in the medium, including WOR in New York. Was instrumental in acquiring video rights for the World Series last year, an occasion which bolstered the medium's importance to a high degree.

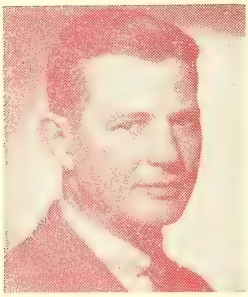
G. BENNETT LARSON

Director of tele operations for WCAU-TV, outlet owned by the Philadelphia Bulletin, and an executive with over 20 years experience in all phases of broadcasting. Has been with NBC as producer and director, later with such top agencies as Y. & R., Ruthrauff and Ryan, was director of video for the former for some years. Re-entered the station field in '42, was with the Bulletin's WPEN until accepting his present post.

JOHN McNEIL

A veteran network sales and management executive, John McNeil brought to the Du Mont Television Network a wealth of know-how when he picked up the reins of commercial operation in May of 1947. His authority and responsibility embraces a wide area in the Du Mont operation, overseeing all commercial activities of WABD as well as the network itself.

REYNOLD R. KRAFT



Sales manager of NBC's tele department since 1945, he was named to his present post following heavy background as a time salesman for the web. Since he's headed the sales department Kraft has expanded it from a local operation to one of the most effective sales operations in the industry. He's been responsible for obtaining many of NBC's top national video accounts.

ROBERT L. COE

Manager of WPIX, New York Daily News tele station, Coe is one of the nation's top-flight radio and video executives. Joined the St. Louis Post-Dispatch in 1924, became chief engineer of its radio outlet, KSD, in '33. Assisted in preparation and debut of KSD-TV last year, later came to New York to assume his present post.

SAM CUFF

One of the first broadcasters to direct the early destiny of tele in the east, Cuff last year carved another industry milestone — supervision of the first nation-wide "road show." In cooperation with RCA, Cuff arranged a special tour for the Allied Stores Corporation, exhibited the medium in 22 key cities. Before and during the war general manager of WABD.

KLAUS LANDSBERG

First commercial station on the west coast is headed by a young man whose career in radio and tele occupied most of his adult life. After a varied and active career in Europe, Klaus Landsberg came to the U. S., worked for several top firms, including NBC and Du Mont. In 1941 he was named director of Paramount Pictures' division and has headed KTLA's operation.

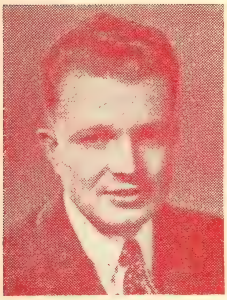
HARRY R. LUBCKE

Much of the history of television development on the west coast is a reprint of the career of Harry Lubcke, whose early work in the medium goes back to 1931 when he participated in reception of video images in an airplane. He established W6XAO almost 17 years ago. He's been director of the Don Lee television system ever since, and during the war was cited by the Army and Navy.

JAMES L. CADDIGAN

Manager of program planning for the Du Mont network as well as its key outlet, WABD, Caddigan is currently engaged in building programs, and an adequate staff to handle an increasingly expanded schedule. He is a firm believer in diversified video fare and its important to a well-rounded station operation. Caddigan was a Paramount Pictures executive for 15 years.

J. LEONARD REINSCH



Widely - known in industry circles, more recently as radio adviser to President Truman, Reinsch began his career in Chicago in 1924, served with many top stations. Named managing director of the Cox radio properties in '42, Reinsch supervises activities of three stations, including all television activities which will get under way this year.

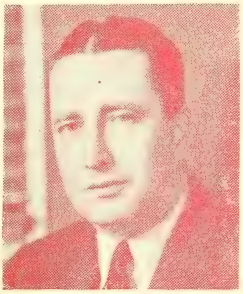
GEORGE MOSKOVICS

Commercial manager, CBS television, Moskovics was named to the newly - created post of commercial manager at CBS Television in June of 1945. Since then, the list of sponsors at WCBS-TV has increased to a point where, in 1947, approximately 50 per cent of the programming was commercial. Moskovics, with CBS for 12 years, is a veteran ad sales exec.

JAMES C. HANRAHAN

General manager of WEWS, the Scripps-Howard FM-TV stations in Cleveland. He entered radio in 1932. In 1935 he helped organize Scripps-Howard Radio, Inc. of which he is now a vice-president, two years ago came to Cleveland to set up WEWS. Hanrahan was also instrumental in establishing the Scripps-Howard AM stations in Cincinnati and Knoxville.

HAROLD C. BURKE



One of several top broadcasting execs whose career stems from association with newspaper advertising and editorial work, Burke has been a station man since 1930. He joined WISN, Milwaukee at that time, later became manager of the outlet. He's been in radio on the Coast and joined WBAL, Baltimore in 1938. Burke is now general manager of the station, including tele.

LEONARD HOLE

Associate director, CBS Television, Hole currently supervises network station relations, sales promotion and advertising, plus numerous other important assignments. He made the first official announcement of CBS' web tele plans last November before the Radio Executives Club in New York, described working agreements with stations in Washington and Baltimore.

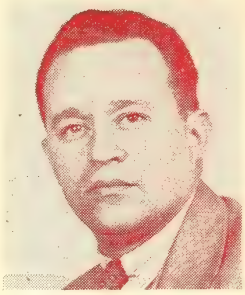
FRANK M. RUSSELL

Vice prexy of NBC in charge of the network's Washington (D. C.) office, "Scoop" Russell has a long career in radio and newspaper work, helped to establish first radio news service in a government department — the Agriculture section. Importantly concerned with early development of tele in Washington with the network's owned-and-operated station, WNBW.

THEODORE C. STREIBERT

Sound and influential business exec, he's been a strong factor in the growth of WOR and establishment of the Mutual network, is currently president of the N. Y. station which will be on the air with tele this year. Formerly Assistant Dean of the Harvard Business School and a motion picture executive for many years, Streibert joined WOR in '33, became its chief in 1945

IRVING R. ROSENHAUS



Guiding force of WATV, New Jersey's first tele station, Rosenhaus is president and general manager of Bremer Broadcasting Corp., owner-operator of the outlet. Sound and experienced broadcaster, he's managed the firm's AM and FM operations with conspicuous success, was an early enthusiast of video as a major force. Rosenhaus is a firm believer in tele's sales power.

KENNETH H. BERKELEY

Washington (D. C.) industry official, is vice president and general manager of The Evening Star Broadcasting Company, operator of WMAL-TV and WMAL, both ABC network affiliates. Managed WRC-WMAL for 12 years when both were NBC outlets, has headed latter station since '42 when it lined up with the old Blue Network. Berkeley's influence had made itself felt in Capital TV circles.

W. C. SWARTLEY

Management and operation of four mediums of radio in WBZ's imposing new Radio and Television Center in Boston is in the hands of an experienced veteran of Westinghouse broadcasting operation — Bill Swartley. He joined the company's outlet WOW, Fort Wayne, (Ind.) in '38, after an active period in various key posts, two years later assumed his present duties.

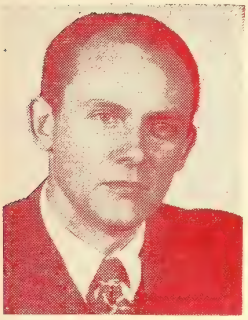
EWELL K. JETT

Director of radio and television activities for the Baltimore Sun, which operates WMAR-TV, and an FCC Commissioner from 1944 to 1948, Jett is one of the best-known men in the industry. He was chairman of the FCC after James L. Fly, later was succeeded by Paul A. Porter, was chief engineer for the Commission when he resigned.

DOUGLAS A. DAY

Vice president of Buchanan and Co., and one of the first agency execs to become actively involved with the merchandising of tele to the public as well as the advertiser. Since 1943 he has been concerned with the Allen B. Du Mont account, and to the extent that the latter was among the first to receive advertisers Day is rightfully included among the early-birds of TV.

LEE COOLEY



Lee Cooley, director of television at McCann-Erickson, Inc., joined the agency in November of 1946 after six years at Ruthrauff & Ryan as director of daytime radio and television. Prior to that he was an Assistant Director at Paramount Pictures and also in charge of program production at Don Lee Television in Hollywood. He has been an industry exec since 1930.

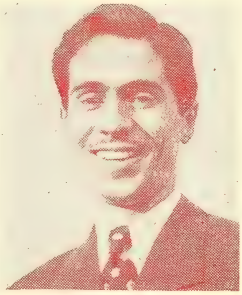
RALPH B. AUSTRIAN

One of the top motion picture executives to recognize the early potentialities of television, Austrian was for four years an RKO Pictures official, later became president of its television corporation. Firm believer in the use of films in television programming and advertising, and a sound advertising exec, he's vice president in charge of television for Foote, Cone & Belding (N. Y.).

CHARLES J. DURBAN

Influential and enthusiastic tele executive, Durban is assistant director of advertising for one of the medium's earliest and most active sponsors — U. S. Rubber. Two years ago, when the rubber company began using video, Durban wrote, directed and produced all its programs, later undertook the creation of a staff to handle its ever-widening activity.

RICHARD W. HUBBELL



Television management consultant to several broadcasters, he's been in the business since the mid-thirties when he joined CBS as a producer. He's been production manager at WLW and consultant to the Crosley operations, writer-director, and author of two books on the subject. Moderated two video sessions sponsored by the Radio Executives Club.

WILL BALTIN

Secretary-treasurer of the Television Broadcasters Association, since its inception in 1944, Baltin was first program manager of the Du Mont station WABD from June, 1940 to December, 1944. Among his television "firsts" was the transmission of Missing Persons Bureau photographs and descriptions in cooperation with the N. Y. Police.

WILLIAM E. FORBES

Manager of the tele department of Young & Rubicam, Forbes is one of the young industry's alert and able execs, has been the agency's video topper since 1944. Veteran network and station exec, serving with CBS for several years in New York and Hollywood, and before that general manager of WCCO, Minneapolis, he's had a well-rounded background in all phases of advertising and broadcasting.

KENNETH YOUNG

Agency executive who doubles in brass as director of television and radio activities for Campbell-Ewald in New York. Although associated with the medium only since his return from service, Young's been identified with some of the top shows presented on NBC and Du Mont networks during the past two years. He's supervised U. S. Rubber programs, several special events and sports shows.

HARVEY MARLOWE

One of the most active young men in the industry, Marlowe currently heads up programming activities for WPIX, the Daily News station in New York. A veteran thespian, he was an important factor in the early development of video for ABC. He's expected to help make WPIX a dominant outlet within a short period.

WALTER CRAIG

Experienced advertising and station executive, Benton & Bowles' tele-radio chief has had a wide and varied career, much of it in show business. As vice president of both activities as the agency, Craig supervises video activity of all clients, including time-buying, creation, and production of programs, etc. One time headed own radio producing firm, built shows for several of the nation's top advertisers.

WILLIAM J. MORRIS

Head of the television and motion picture department of BBD&O, Morris is a veteran advertising executive, has worked on several major national accounts during his agency career, including Ford Motor Company's "Parade of Sports" TV schedule. His motion picture background dates back to 1923, since which time he's held key posts.

Television Organizations
. . . personnel—functions

Television Broadcasters Assn. Inc.

500 FIFTH AVE., NEW YORK 18, N. Y.
LAckawanna 4-4788

OFFICERS

President.....Jack R. Poppele
Vice-President.....John F. Royal
Secretary-Treasurer .....Will Baltin
Asst. Sec.-Treasurer...Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; F. J. Bingley, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; John F. Royal, NBC; Jack R. Poppele, WOR, New York; Frank P. Schreiber, WGN, Inc.; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

American Television Society

415 LEXINGTON AVE., NEW YORK 17, N. Y.
VAnderbilt 6-2144

OFFICERS

President.....Don McClure
Vice-President.....Herbert Taylor
Treasurer.....Archibald U. Braunfeld
Secretary.....Dian Dincin

DIRECTORS

Charles Alicoate
Charles Durban
Jack Levine
Paul Mowrey
Ed Stasheff
George Shupert
Ed Sobol

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

FILMS IN TELEVISION

By JIM OWENS, *Associate Editor Radio Daily and Television Daily*

A QUESTION, important and compelling as any in the formative stage of television's expansion during this, the third year of its post-war development, is the role films will play as an entertainment device and as a tool of effective selling.

Their place in the over-all structure of the medium was the subject of wide and vigorous discussion in 1947 and one on which segments of the industry were not always in accord. Already widely used as a vehicle of news and entertainment on many of the stations on the air last year, celluloid fare was becoming, at the year-end, a more imposing factor since it represented, in the opinion of several key executives, an appreciable reduction in the cost of reaching the public with a quality video presentation. For the broadcaster, films were an additional if not entirely satisfactory source of program material that offered many of the advantages of live production without the sometimes prohibitive cost; for the advertiser it represented a streamlined method of airing his sales message with economy, together with the invaluable advantage of repetitive consistency.

Films played an ironic role in television in 1947. Because of their physical affinity to the medium, they made up a significant portion of the broadcaster's schedule, in some cases as high as 25 to 30 per cent. Program material on celluloid ranged widely in scope, from travelogues to Hollywood features—reclaimed somewhat reluctantly from the archives—to individually-produced newsreels. The latter was later to become one of the most important phases of tele to be provided by films.

•

While their degree of importance in the programming future of television was a matter of diversified opinion, and usually stemmed from the financial position of the individual user, it was generally agreed during the past 12 months that films would play a role not too dissimilar, in many respects, to the electrical transcription in radio. Live programs and live commercials, while superior in principal because of their spontaneity—the very essence of television—were admittedly costly and perishable after one performance, economically speaking. Filmed-programs or commercials, on the other hand, remained available for limitless use, could quickly amortize the initial investment for the producer.

Although broadcasters depended upon film material to a significant degree, and as such were an important source of revenue to the celluloid industry, exorbitant costs prevented their becoming an even more important segment of programming. Hollywood productions available to tele were conspicuously inferior, of ancient vintage and of questionable entertainment value. As such, broadcasters were loathe to use them with as much regularity as would have been possible if the opposite were true. The film capital's ban on use of their products by video, until they had exhausted other markets, had begun to make itself felt with sharper resentment as the number of stations increased. It was a curious interpretation of the law of supply and demand. Here was a new and vital market ready to absorb the residue of the motion picture industry but denied one of the ingredients with which it could rapidly mature.

•

There were, however, certain obscure signs of relief as the industry approached the new year. The film industry's attitude toward tele, once openly hostile, changed to one of interest, was later to become one of active association. Paramount Pictures, first of the major Hollywood companies to align itself with the new medium, with two stations plus a financial interest in an eastern network, developed a process of filming programs off the air which held promise of major importance to the advertiser as well as the broadcaster. NBC and Jerry Fairbanks Productions, a specialty film outfit, made the first official working agreement between the two industries with a long-term agreement by which the movie company would provide the network's entire celluloid video requirements, including newsreels. The trend was given further impetus when Twentieth Century-Fox Film Corp. became the first film outfit to provide a daily newsreel for television.

These developments came with sudden and agreeable surprise to the video industry, and were looked upon as indications that both industries had approached the point of economic juncture.

Television Awards For 1947

Television Broadcasters Association

AWARDS FOR 1947

To Dr. Frank G. Back, for outstanding technical improvement to television programming for the development of the Zoomar Lens, which makes possible instantaneous following of action by the camera.

To William C. Eddy, director of television station WBKB, Chicago, for outstanding application of a technical improvement to television programming for the application of existing microwave equipment to a relay between South Bend, Ind., and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games.

To Paul M. Hahn, executive vice-president, American Tobacco Company, for contributions to commercial television programming, for the skillful application of commercial technique to television broadcasting.

To Ben R. Donaldson, in charge of passenger car advertising, Ford Motor Company, for contributions to commercial television programming, for the extensive experimentation with and support of commercial television in diverse market areas during the past year.

The Committee also made honorable mention and praise for the work of John H. Platt, vice-president in charge of advertising, Kraft Food Company, for the conception and execution of a series of highly entertaining and commercially successful dramatic telecasts.

American Television Society

AWARDS FOR 1947

To the Electric Association, Chicago (Felix Van Cleef, president) for organizing and co-ordinating a television committee made up of set and transmitter manufacturers, broadcasters, suppliers of power and transmitter facilities, retail distributors, and advertising agencies.

To the dramatists Guild of the Authors eague of America, Victor Wolfson, secretary, for "outstanding contribution to television programming."

To John R. Poppele, president of TBA, and vice-president and chief engineer of WOR, for his efforts in submitting a graduated programming schedule to the FCC which would bring relief to commercial television stations faced with the problem of 28 hours per week minimum operation; encouragement of the nation's television broadcasters to adopt a self-imposed code of ethics to forestall imposed censorship from without; rescinding of a proposed 20 per cent amusement tax on television receivers in public places and the spearheading of a TBA committee in overcoming objections to apartment house television antenna installations.

To George Shupert, eastern representative of Television Productions, Paramount station's KTLA, Los Angeles, and WBKB, Chicago, for his "unselfish efforts" on behalf of the Society.

VIDEO STUMBLING BLOCKS

By **RICHARD W. HUBBELL**, *of Richard W. Hubbell and Associates*

Hubbell

THERE is a reason why advice to the love-lorn has been standardized in newspaper columns in the form of questions and answers. So universal a subject defies the general and theoretical approach.

Television likewise.

This article is therefore limited to a list of questions and answers. They cover stumbling blocks which we usually encounter in the analysis of many television operations. They are fundamental to any master plan for television.

Question #1—A station owner asks:

Should we swing into television? Can we ride along without it?

Answer: At different times in different markets and under different circumstances there will come a time when radio broadcasting as we know it now will be unprofitable. Survival as a general advertising medium requires a shift to television. Every indication of popular interest shows the mass audience is shifting this way.

Question #2—A general manager asks:

What should we plan to do with our AM and FM operations? Liquidate them over a period of years? If so, what period?

Answer: Plan ahead for AM and FM operation for at least fifteen years. Sound radio should continue to be profitable—but on an entirely different basis from present operations. Sound broadcasting seems headed toward a service operation, a principal feature of which will be the distribution of vital public messages. Sound receivers will eventually develop electronic memory for the retention of these messages, in which a visual record is not necessary. This will entail an entirely different method of organization, entirely different circulation, entirely different techniques of obtaining revenue.

Question #3—An investment syndicate asks:

We have applied for a television construction permit and license. What are our chances of getting it?

Answer: Your Washington lawyer or consulting engineer can advise you—but be sure you can support your claim that you can really operate a television station. Be sure also that your plans are so developed that you can actually produce results after the CP is granted. Make no mistake—many CPs will be lost, because licensees do not act aggressively enough to stand up against fierce competition, whose aim is to secure that coveted franchise for itself.

Question #4—A bank president asks:

Will profits in television approach those of radio? Be less? Or greater?

Answer: The most careful economic analysis we can make indicates profits will be far greater in television than in old-fashioned, "blind" radio. Within ten years the character of stations will have completely changed. The broadcasting industry is moving from simple, uniform broadcasting service to complex, consolidated services which will play an enormous part in the social and economic life of the nation and every community therein. Capital investment will be six to ten times as great; capital turnover somewhat slower; gross income many times larger; ratio of profits to gross income somewhat smaller; actual dollar profits many times as large. We are headed for bigger, more stable, more diversified operation.

As a result of this trend, the capital structure of most broadcasting organizations will change. One feature of this change should logically be broader stock ownership—more shares and more stockholders—per station. This should prove to be one of the major rewards to the television pioneer: the increase in capital value of stock holdings which can be realized through subsequent sale of shares.

Question #5—A regional network executive asks:

How should we finance our investment in television?

Answer: First, re-examine your capital structure. In many cases the issuance of preferred stock provides the best solution. This permits the expansion of the business, providing the larger operating capital now necessary and assuring continued dividend payments out of AM radio profits during the transition period.

Small, and even medium-sized broadcasters who plunge into television with expectancy of paying for equipment and deficit operations out of AM radio profits are in for a rude shock.

WEST COAST TELE PICTURE

By **RALPH WILK**, *West Coast Representative, Radio Daily*

AT THIS writing, KFI-TV is slated to be the third television station in Southern California and it is expected to start operations in the spring of his year. Its RCA transmitter has been installed atop Mt. Wilson and the equipment for the transmitter building represents a cost of more than $500,000.

NBC expects to have its video station, KNBH, in operation July 1 of this year. Its RCA transmitter will be located on Mt. Wilson and a two-story building has been erected at a cost of $150,000. The Otto K. Olesen building, north of NBC headquarters on Vine Street, Hollywood, will be converted into a studio for the television activities.

NBC's outlay for equipment and buildings will total $1,300,000. Hal Bock is in charge of NBC's Western division video plans.

The Los Angeles Times-Mirror Company, which will operate KTTV, is hopeful of having its station telecasting by the end of 1948. Its RCA transmitter will be installed on its site on Mt. Wilson, while at this writing the site for the studio is yet to be selected.

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The Times-Mirror will work closely in co-operation with the Pasadena Community Playhouse and a room in the Pasadena building has already been converted into a training studio. A potential staff is expected to be created and some of the Playhouse talent may be used in future programming on KTTV. R. A. Montfort, who was with NBC in the East, heads the Times-Mirror active video plans.

KTLA, which was formerly W6XYZ and which is owned and operated by Television Productions, a subsidiary of Paramount Pictures, has been on the air commercially since Jan. 22, 1947. It is offering 40 to 50 hours of programming weekly, with a little more than 20 hours sponsored.

KTLA has been televising the feature race of each Saturday's program of the 1948 ten-week season at the Santa Anita racetrack. The Union Oil Company has been sponsoring the televising of the event. Klaus Landsberg has been in charge of Television Productions' video operations since their inception.

Construction of three new units on Don Lee's W6XAO transmitter atop Mt. Lee has been completed. Result is a heavy increase in signal strength and it provides sharp reception from Malibu to San Diego and from the Sierra Madre coastal mountain range to Catalina Island.

Harry R. Lubcke, who is still in charge of television for Don Lee, organized the Thomas S. Lee television system in November, 1930. The initial televised image on W6XAO, transmitted through equipment Lubcke built and in many instances invented and manufactured himself, was a short motion picture film, the subject a wagon rolling across western plains.

The first full hour program presented on the station was on Dec. 23, 1931 and the first regular program services was begun March 10, 1933. An important move was the purchase of a Hollywood mountain, right in the heart of the city, and the erection there of the first built-for-television studios in the world.

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KLAC, Los Angeles, has ordered an RCA transmitter and expects to be operating KLAC-TV late in 1948. Its site for its transmitter building is on Mt. Wilson. KLAC's sister station, KYA, San Francisco, also has permission to telecast, but its video activities will not get underway until KLAC-TV becomes active.

ABC, which operates KECA, Los Angeles, and KGO, San Francisco, is making active video plans and expects to launch television stations in both cities simultaneously by the end of 1948 or early part of 1949.

KECA has a transmitter site on Mt. Wilson, and $1,000,000 has been earmarked for a transmitter, field equipment, studios and offices.

Telecasters estimate that 200,000 receivers will be in use in Southern California by the end of this year, with five spectators for each set. The threat of video to theatre grosses has circuit and independent exhibitors in this area giving serious thought to the blending of television into normal theatre operation.

Exhibitors showed keen interest in the video demonstration of the New Year's Day Pasadena Rose parade and Rose Bowl football game, which grossed an estimated $9,000 at the Shrine auditorium, Los Angeles. The demonstration was arranged by Bert D'Orsay, local custom receiver maker. At this writing, Rodeny Pantages, owner-operator of the Hollywood Pantages, has been experimenting with large screen tele in his theater.

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MINNEAPOLIS
AMES
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SALT LAKE CITY
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DENVER
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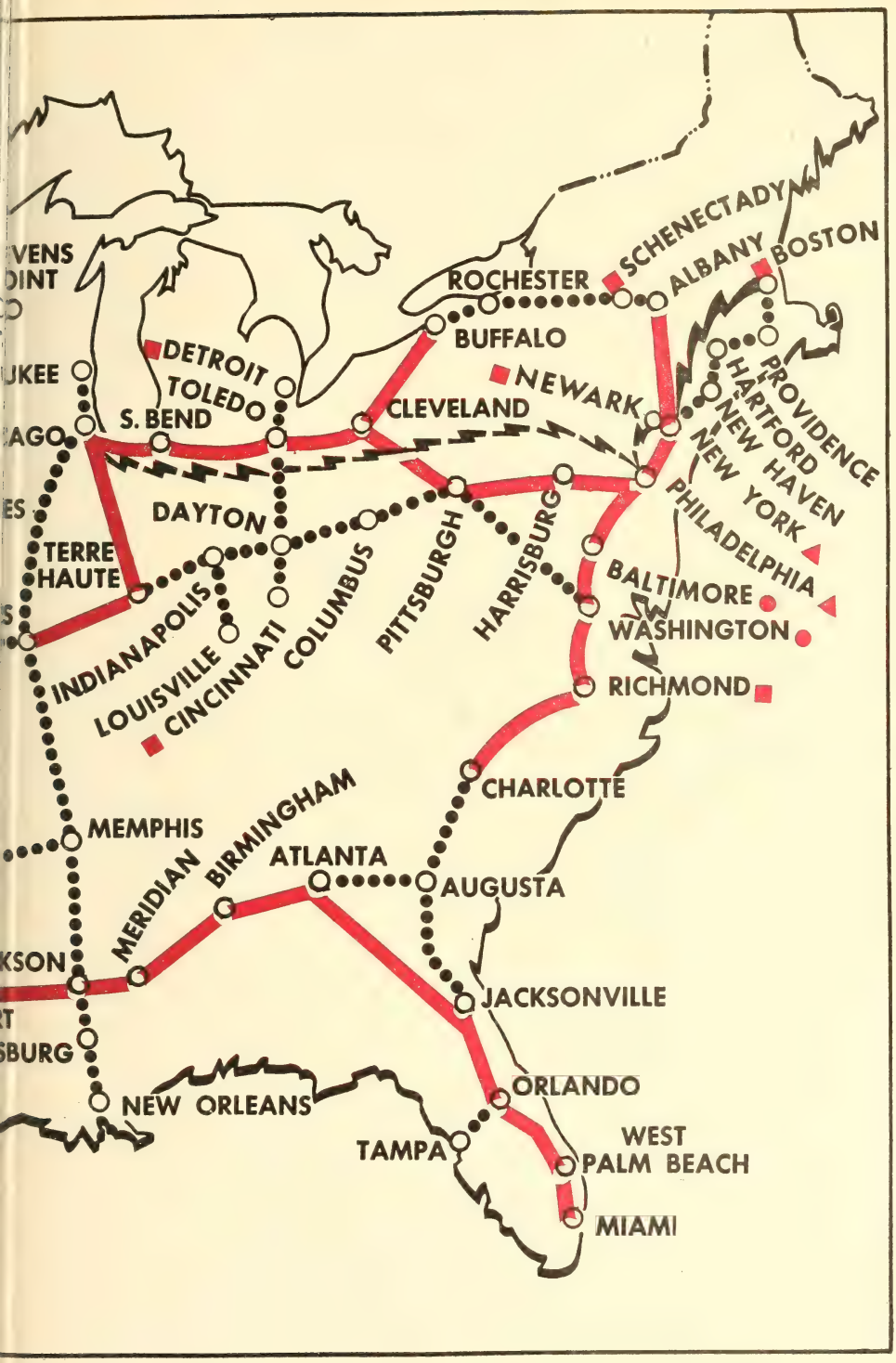
COAXIAL CABLES PLANNED FOR THE NEXT FEW YEARS
EXPERIMENTAL RADIO RELAY SYSTEMS INSTALLED
RADIO RELAY SYSTEMS PLANNED
1 STATION
2 STATIONS
3 STATIONS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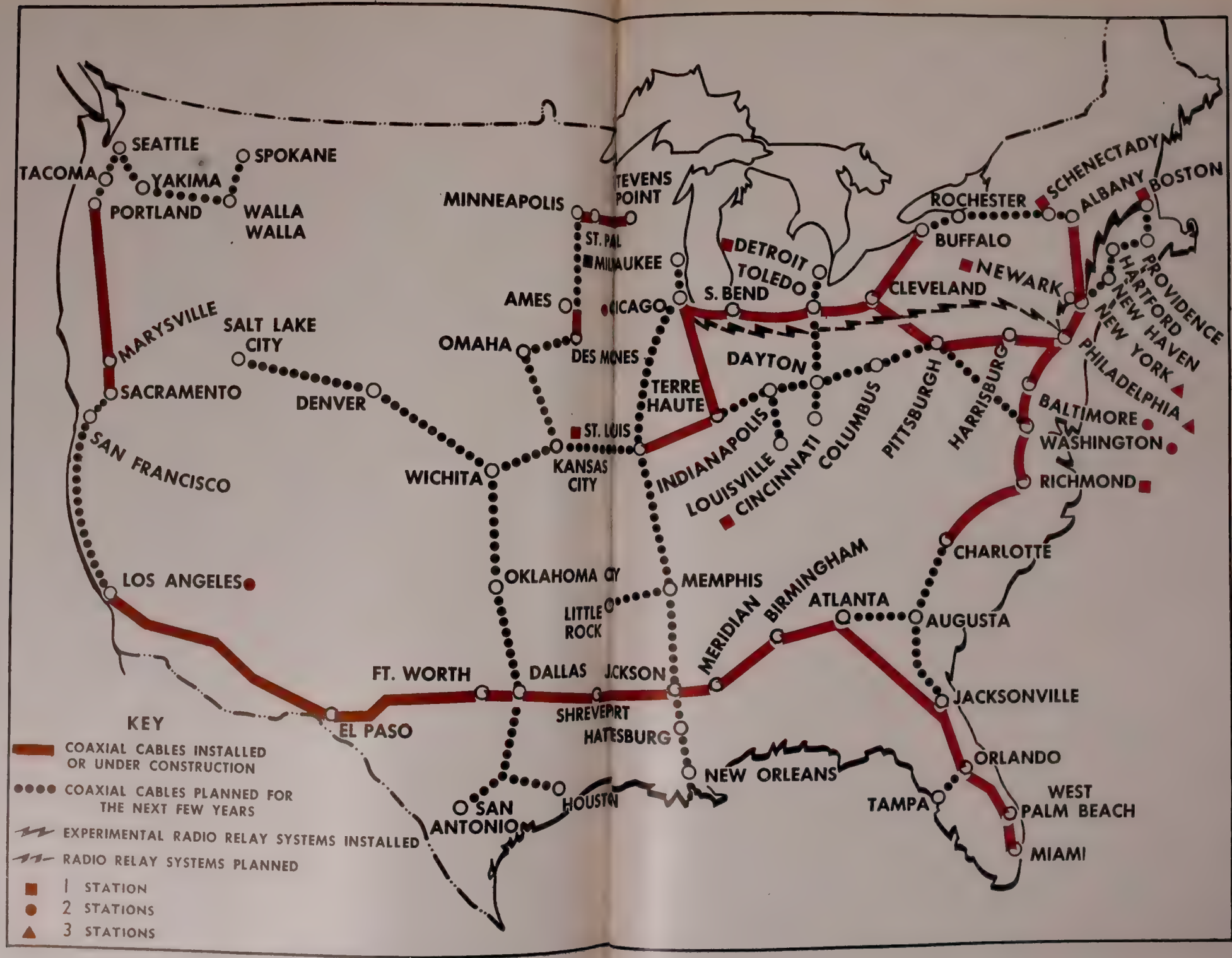
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ST. PAUL
MILWAUKEE
AMES
CHICAGO
OMAHA
DES MOINES
ST. LOUIS
KANSAS CITY
WICHITA
OKLAHOMA CITY
LITTLE ROCK
SHREVEPORT
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RADIO RELAY SYSTEMS PLANNED
1 STATION
2 STATIONS
3 STATIONS

TELEVISION TALK

A MODERN GLOSSARY

(Courtesy Caldwell-Clements, Inc.)

A

AMPLITUDE—The magnitude of any quantity, particularly voltage or current.

AMPLITUDE MODULATION—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

ANTENNA—An electrical circuit for radiating or receiving electromagnetic waves (radio).

ASPECT RATIO—The ratio of picture width to picture height. Now 4:3.

AUDIO—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range.

B

BAND-PASS FILTER—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

BANDWITH—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

BLACKER-THAN-BLACK—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

BLANKING—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

BLOCKING OSCILLATOR—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.

BLOOM—The condition of overall bright illumination of the picture tube obscuring any picture detail.

BOOSTER ANODE—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

BRIGHTNESS CONTROL—A control on the receiver for regulating the overall brightness of the picture.

C

CAMERA TUBE—The electron tube used to translate a scene into electrical impulses.

CARRIER—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

CATHODE—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

CATHODE RAY TUBE—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

CHARACTERISTIC IMPEDANCE—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

CLIPPER—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.

COAXIAL CABLE—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately confined along the center of the hollow conductor.

CONTRAST—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

CONTRAST CONTROL—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

CONTROL ROOM—Studio facilities from which television cameras, lighting, shading and mixing is performed.

CYCLE—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

D

DAMPING CIRCUITS—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

DC RESTORER—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

DC TRANSMISSION—This term applies to circuits which will pass zero frequency—that is, direct current.

DEFLECTION—The movement of the cathode ray beam by electric or magnetic fields.

DEFLECTION YOKE—The combination of coils uesd to direct the cathode ray up-and-down and right-and-left to form the image.

DELAY SCREEN—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

DIFFERENTIATING CIRCUITS—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

DIODE—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is the conversion of alternating currents into direct currents.

DIPOLE ANTENNA—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used.

DIRECTOR—A section of an antenna used to increase the pick-up from the side on which the director is placed.

DISSECTOR TUBE—The special type of television tube used in the pick-up camera in the Farnsworth system.

DISTORTION—Any change in the original frequency, amplitude or phase of a radio signal.

DIVERGENCE—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

DOLLY—The movable stand upon which the television camera is mounted.

DOUBLE SIDE BAND—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

E

ELECTRODE—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

ELECTROMAGNETIC FOCUSING—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

ELECTRON GUN—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

ELECTRON LENS—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

ELECTRON MULTIPLIER—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

ELECTRON TUBE—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

ELECTROSTATIC FOCUSING—A system in which electric fields are employed to confine the electrons into a thin stream.

EMISSION—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

EQUALIZING PULSES—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

F

FACSIMILE TRANSMISSION—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

FADE-OUT—A camera technique in which a scene is gradually dimmed from view.

FIDELITY—The faithfulness with which a system reproduces audio or video signals.

FIELD—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

FLUORESCENT SCREEN—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

FLYBACK—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

FOCUS—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

FRAME—One of a series of complete pictures that are succesively viewed so as to simulate moving scenes. In television, thirty are sent each second.

FRAME FREQUENCY—The rate at which frames are sent each second in the various moving picture and television applications.

FRAMING CONTROL—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

FREQUENCY—A term applied to the rate of repetition of voltage or current or other periodic functions.

FREQUENCY MODULATION—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

FUNDAMENTAL—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

G

GAS-FILLED TRIODE—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

GHOST—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts are often caused by the radio signal being reflected from objects within approximately one mile of the receiver antenna.

H

HALATION—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

HALFTONE—A method whereby photographs having various degrees of lights and shadows can be reproduced in ordinary printing, using a system of dots which are substantially undistinguishable to the unaided eye. However, the dots are graded as to size or density so as to produce the highlights and shadows of the pictures.

HARMONICS—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

HEAVISIDE LAYER—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

HETERODYNING—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

HORIZONTAL CENTERING—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

HORIZONTAL HOLD CONTROL—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

ICONOSCOPE—A designation used by RCA for a particular type of cathode ray tube developed for the purpose of picking up the scenes to be televised. It is the essential part of a studio camera.

IMAGE DISSECTOR—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past pickup aperture by deflection circuits.

IMPEDANCE—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

INTEGRATING CIRCUITS—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

INTERFERENCE—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

INTERLACING—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate fields and superimposed to create one frame or complete picture.

ION SPOT—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

KERR CELL—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

KEYSTONE EFFECT—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

KINESCOPE—A name applied to the cathode ray tubes used in the television receivers built by RCA.

L

LENS—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

LINE—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

LINEARITY—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

LINE FREQUENCY—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

LINE OF SIGHT—A straight, unobstructed path between two points.

LIVE TALENT—"On-the-spot" televising of events and people in contrast to transmission of film material.

LUMEN—A lumen is a unit of light flux. A foot-candle is equal to the illumination that falls on a screen that is placed one foot away from a standard candlepower. One foot-candle is equal to the lumen per square foot of surface.

M

MEGACYCLE—A total of one million cycles.

MICROPHONE BOOM—The arm which carries the microphone above the area being televised.

MICROWAVE—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

MODULATION—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

MODULATION GRID—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

MONITORING—The technique of controlling, at the transmitter, the picture shading, and other factors involved in the transmission of both the scene and the accompanying sound.

MONOSCOPE—A television camera tube which contains a simple picture or pattern used for test purposes.

MOSAIC—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

MULTIPATH TRANSMISSION—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

NEGATIVE GHOSTS—Ghost pictures in which the black and white areas are opposite to those of the real picture.

NEGATIVE TRANSMISSION—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

ORTHICONOSCOPE—A television camera tube combining some of the features of the image dissector and Iconoscope.

P

PANNING—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

PEAKING—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

PEDESTAL—A portion of the television video used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

PHASE—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

PHASE SHIFT—Any change in the phase relations of current or voltage.

PHOTOELECTRIC EMISSION—The phenomena of electrons being emitted from certain materials when they are exposed to light.

PHOTOELECTRIC TUBE—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

PICTURE ELEMENT—A small section of a given scene as reproduced by the cathode ray spot at any instant.

PICTURE NOISE—Interference signals causing spots of light and other irregular patterns on the received picture.

POLARIZATION—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

POSITIVE TRANSMISSION—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

RADIO CHANNEL—The "space" in the frequency spectrum allotted to each transmitting station. In present television standards the channel is 6 megacycles.

RASTER—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

REFLECTOR—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

RELAXATION OSCILLATOR—A type of circuit which oscillates periodically. Used to generate scanning voltages.

RETURN TRACE—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

SAW-TOOTH—A voltage or current whose variation with time follows a saw-tooth outline. This is the basic wage shape used to sweep the spot over the cathode ray tube screen.

SCANNING—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

SCANNING LINE—One line from left to right of a picture being transmitted.

SENSITIVITY—A measure of the ability of a receiver or other device to produce a given output for a given input.

SHADING—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

SIDE BANDS—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

SIGNAL—The electrical impulses which represent the sound or picture elements being transmitted.

SPECTRUM—A band or range of frequencies.

SPOT—The light produced by the slender beam of electrons on the fluorescent screen.

SWEEP—The uniform motion of the electron beam across the face of the cathode ray tube.

SYNCHRONIZATION—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

TELEVISION—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

TELEVISION CAMERA TUBE—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

TELEVISION PICTURE TUBE—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

TEST PATTERN—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

TRAP—A circuit used to reject unwanted signals.

TRIMMER—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

VESTIGIAL SIDE BAND TRANSMISSION—A method of suppressing part of one side band to limit bandwith requirements.

VERTICAL CENTERING—The control which regulates the position of the picture vertically on the screen.

VERTICAL HOLD—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

VIDEO—(I see.) The portion of the television signal which contains the picture information.

VIEWING MIRROR—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

Y

YOKE—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

LOOKING BACK—AND AHEAD

By LEONARD CRAMER, *Executive Vice President, Allen B. DuMont Laboratories*

MANY times an individual, a business organization or an industry welcomes a new year because it represents a clean slate. Resolutions are lofty and the year behind is forgotten. The resolutions of the past year are rarely examined in the light of what was actually accomplished during that year because the accomplishments seldom come up to the resolutions.

CRAMER

Strange as it may seem our youthful television industry dares to look back with a feeling of pride in its accomplishments during 1947.

•

Television began 1947 with a mere 12,000 receivers in the hands of the public. Various estimates were made 12 months ago of the number of receivers which would be manufactured and sold during 1947. Only Du Mont and RCA were actually in production at the beginning of the year but the consensus of opinion indicated approximately 300,000 receivers by the end of 1947. Among others Philco, General Electric, Crossley and Andrea entered the field to add receivers to meet the total estimate and while the production figures picked up by RMA amount to between 175,000 and 200,000 the production of other manufacturers not reporting should swell this total to better than 250,000 for the year. This is an accomplishment to which the industry can point with pride. Manufacturing television receivers in large quantities is a tough trick at best and even tougher without sufficient "know-how" and trained personnel to go around, but we rose to the occasion. This measure of success is indicative of much more than just meeting a forecast. It proves that 1948 can and will be much bigger. The industry has acquired "know-how" and has trained personnel. Its initial success is attracting much attention and as a result new talent and financing.

1948 will see practically every major established radio company and many new and smaller ones in production on television receivers.

Many industry estimates put the goal for 1948 at 750,000 receivers to be installed in American homes and I will go along with this figure. The manufacturing end of television has donned its first long pants and is starting its climb to its rightful position among the great industries of the world.

What about the broadcasting end of television?

At the beginning of 1947 only 9 stations were operating regularly but by the end of this year this total will have reached 18. There is no reason to believe that we cannot double this figure again in 1948. Throughout the industry there is a feeling of optimism. Just under the surface there is a ripple of excitement. Great days lie ahead. For years we have stared at ever increasing budgets with little more than an idea, a hope, a prayer and faith to go on. But that's behind us. We've taken the bumps, or most of them; the road ahead should be smooth and fast.

•

The established television broadcasters have done some heavy pioneering over the years and in 1947 great strides were made in operations and programming. These broadcasters have made it easier and less costly for those about to enter the field. They have established procedures through trial and error, they have trained personnel and they have field tested the equipment and contributed ideas for improvement. Today the prospective broadcaster can buy proved equipment and begin operations on a budget within reason. Never again will the unusual opportunities of 1948 be available to those desiring to enter this promising new business.

Television is the number one candidate for public popularity. We're building an industry that will make a profound impression on the economic and social life of the world. Let's continue to build it on a sound basis.

Commercial Television Programs—1947

Following is a list of commercial television programs on leading stations during the year ending Dec. 31, 1947. Listing is alphabetically by program title, and giving the sponsor, product, type of program, station and advertising agency handling the account. Abbeviations: L, Live Talent; F, Film.

A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adventure Serial	Philco		KTLA	Cecil Noble Adv. Agcy.
All For Fun	Philco		KTLA	Cecil Noble Adv. Agcy.
All Men Are Created	Muller's Macaroni	Live	WABD	Duane Jones Co., Inc.
Amadee Quiz	Reardon Co. Paints	Cartoons Quiz	KSD	Oakleigh R. French
Amateur Show	Michaels Brothers	Live	WABD	Direct
America Goes Bowling	American Bowling & Billiard Corp.	Sports	WCBS	Direct
The American Home	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Announcements	Botany Ties Men's Neckwear	Announcements	KSD	Silberstein-Goldsmith
Announcements	Bulova Watch Watches	Announcements	KSD	Biow Co.
Announcements	Elgin Watch Watches	Announcements	KSD	J. Walter Thompson
Announcements	Lucky Strike Cigarettes	Announcements	KSD	Foote-Cone & Belding
Announcements	Seven Up Soft Drink	Announcements	KSD	Oakleigh R. French
Announcements	Walco Lens Television Lens	Announcements	KSD	Oakleigh R. French
Army-Notre Dame Game Film	American Tobacco Co.	Film	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
At Home With Tex & Jinx	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
The Author Meets the Critics	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc. Young & Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Balto Colts Games	American Oil Co.	Sports	WNBW	The Joseph Katz Co.
Barn Dance	New Era Potato Chip Sales Corp. Potato Chips	Studio Variety	WBKB	Tom Schroeder
Baseball	Atlantic Refining Automotive Products	Sports	WPTZ	N. W. Ayer
Baseball	Commonwealth Edison Co. Institutional	Sports	WBKB	J. R. Pershall
Baseball	Ford Motors Autos	Sports	KSD	J. Walter Thompson
Baseball	Ford Motor Co. Automobiles	Sports	WBKB	J. Walter Thompson
Baseball	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Baseball	Purity Bakeries Bread	Baseball	KSD	Young & Rubicam
Baseball	Schulte Motor Autos	Baseball	KSD	Jerrol & Assoc.
Baseball (Dodgers)	Ford Motor Co. Autos	Sports (L)	WCBS	J. Walter Thompson
Baseball (Dodgers)	General Foods (Post Cereals)	Sports (L)	WCBS	Benton & Bowles Young & Rubicam
Baseball (World Series)	Ford Motor Co.	Remote	WNBT (NBC Network)	J. Walter Thompson Co.
Basketball	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Basketball	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Miichelson
Basketball	Shell Oil Gas and Oil	Sports	KSD	J. W. Thompson
Basketball (College)	Brown Williamson Tobacco Co. Kool Cigarettes	Sports	WBKB	Russel M. Seeds

Basketball (High School)	Broadway House of Music Radio-Television Sets	Sports (L)	WTMJ	None
Basketball (Marquette Univ.)	Wadham's Div. Socony-Vacuum Oil Co. Gas and Oil	Sports (L)	MTMJ	Scott-Telander
Basketball (Phila. Warriors)	Trilling Montague Norge Distributors	Sports	WFIL	Campbell-Ewald
Basketball (Wash. Capitol)	National Brewing Co. Beer	Sports	WTTG	Owen & Chappell, N. Y.
Bendix Home Laundry Clinic	Southern Wholesalers Instruction	Instruction	WNBW	Henry J. Kaufman & Associates
Betty and Bill	Aluminum Ore Institutional	Musical	KSD	Direct
Billiards	Brunswick-Balke-Collender Co.	Sports	WCBS	Direct
Birds Eye Open House	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
The Borden Show	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Boston Relay Dedication	American Telephone & Telegraph Co.	Opening Ceremony	WCBS	N. W. Ayer
Boxing	Globe Brewing Co. Arrow Beer	Sports (L)	WMAL	Joseph Katz Co.
Boxing	Ned's Auto Supply Appliances	Sports	WWJ	Garrish Albert
Boxing	Perma-Stone Corp. Building Material	Sports (L)	WTMJ	None
Boxing	Winston Radio & Television Corp.	Remote	WABD	Sternfield Godley
Boxing	Ford Motor Co.		KTLA	J. Walter Thompson
Boxing (Amateur)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Boxing (Amateur)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Boxing (Professional)	Motorola Television Receivers	Sports	WBKB	Malcolm Howard
Boxing from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency
Boys Week	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Bubble Gum Contest	Bowman Gum Co.	Live	WPTZ	Foote Cone & Belding

C

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Campus Hoopla	U. S. Rubber Co.	Live	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Catch The Act	Gilbar Sales Co.		KTLA	Cecil Noble Adv. Agcy.
Cavalcade of Sports (World Series)	Gillette Safety Razor Co.	Remote	WNBT (NBC Network)	Maxon, Inc.
Christmas Day	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.
The Christmas Dream	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
Circle "C" Ranch	L. K. Ward Stores		KTLA	Cecil Noble Adv. Agcy.
Clown Alley	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
CBS Television News	Gulf Oil Corp.	News	WCBS	Young & Rubicam
Walter Compton & the News	General Electric Supply Corp. Radio and Tele Sets	News	WTTG	M. Belmont Ver Standig
Counter Talk	Trimfoot Mfg. Co. Shoes	Fashion	KSD	Gardner Adv.

D

Dancing on Air	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.

F

Face to Face	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Far Better Sports	Mort Farr Appliances	Sports	WFIL	Edward Shapiro
Fashion Revue	Klines Women's Wear	Fashions	KSD	Direct
Feature Film	Southern Wholesalers	Film	WNBW	Henry J. Kaufman & Associates
Film Fun	George's Radio Electrical Appliances	Film	WMAL	Robert J. Enders
Film	Monsanto Chemical Institutional	Film	KSD	Gardner Adv.
Film	U. S. Rubber Co. Tires	Film	WWJ	Campbell-Ewald

Film Trailers	Universal Pictures Co., Inc.	Film	WNBT (NBC Network)	Monroe Greenthal Co., Inc.
Financial News Service	Bache & Co.	News	WABD	Direct
The Florist Shop	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Food for Thought	St. L. Independent Packing Meats	Film	KSD	Gardner
Jane Foster Comes to Call	Commonwealth Edison Co. Electrical Appliances	Cooking School	WBKB	J. R. Pershall
Fun and Fables	RCA-Victor Distributing Co. RCA Television Sets	Children's Show	WWJ	William I. Denman, Inc.
Fun at Four	Southern Wholesalers	Variety	WNBW	Henry J. Kaufman & Associates
Funtime	Dazey Mfg. Co. Kitchenware	Audience Participation	KSD	Gardner
Football	American Oil Co. Petroleum Products	Sports (L)	WMAL	Joseph Katz Co.
Football	Columbia Wholesalers & Good Housekeeping Stores Philco Products	Sports (L)	WMAL	Kal, Ehrlich & Merrick
Football	Atlantic Refining Co. Automotive Products	Sports	WPTZ	N. W. Ayer
Football	Broadwood Hotel Hotel Facilities	Sports	WPTZ	Deane Klein Davidson
Football	Philco Distributors, Inc. Electrical Appliances	Sports	WPTZ	Direct
Football	Pontiac Dealers Assoc. Pontiac Cars	Sports	WPTZ	Direct
Football (College)	American Tobacco Co. Lucky Strike	Sports	WBKB	N. W. Ayer
Football (College)	American Tobacco Co.	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Football (Professional—Bears)	Canadian Ace Brewing Co. Beer	Sports	WBKB	Direct
Football (Professional—Cardinals)	Atlas Brewing Co. Beer	Sports	WBKB	Olian Adv. Co.
Football (Professional—N. Y. Giants)	Pabst Sales Co.	Remote	WNBT	Warwick & Legler, Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Football (Professional—Rockets)	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Football (Columbia U.)	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Football (U. of Detroit)	General Electric Supply Corp. GE Television Sets	Sports	WWJ	Simons-Michelson
Football (U. of Mich.)	Oldsmobile Automobiles	Sports	WWJ	D. P. Brother
Football (Yankee)	Spring Mills	Remote	WABD	Direct
Football Preview	Globe Brewing Co.	Commentary	WNBW	The Joseph Katz Co.
Frozen Freshness (American Business on Parade)	Frigidaire Div.—General Motors	Film	WNBT (NBC Network)	Foote, Cone & Belding
G				
The Gentle Art of Meat Cookery (American Business on Parade)	Armour & Co.	Film	WNBT	Foote, Cone & Belding
Gimbel's Views the News	Gimbel's Department Store Dept. Store	Newsreel (F)	WTMJ	None
Glamorous Christmas Morning	James McCreery & Co.		WNBT	Direct
Golden Gloves Amateur Boxing Tournament	The Hecht Co.	Sports	WTTG	Harwood Martin
H				
Handy Man	Gimbel Brothers Department Store Products	Live	WPTZ	Direct
Harness Racing	Peter Fox Brewing Co. Beer	Sports	WBKB	Jones-Frankel
Hecht Co., Silver Spring Store Opening	The Hecht Co.	Variety	WNBW	Harwood Martin Adv.
High School Basketball	Southern Wholesalers	Sports	WNBW	Henry J. Kaufman & Associates
Hockey	Emergency Radio App. Television Receivers	Sports	WBKB	Direct
Hockey	Norge Appliances	Sports	WWJ	Campbell-Ewald

Hockey	Philco Distributors Television Receivers	Sports	WBKB	Direct
Home Economics	Philco Distributor		KTLA	Cecil Noble Adv. Agcy.
Horse Races	Grissom Chevrolet Dealer	Sports	WWJ	DuMahaut
Horse Racing	Canadian Ace Brewing Co. Beer	Sports	WBKB	Critchfield Adv. Agency
The Hourglass	Standard Brands, Inc.	Live	WNBT	J. Walter Thompson Co.
Hudson Shad Fishing	King of the Sea	Live & Film	WABD	Loewry Associates

I

I Love To Eat	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Illustrated News	Arcade Pontiac Inc.	News	WNBW	Kal, Ehrlich & Merrick Adv.
In the Kelvinator Kitchen	Kelvinator Div.—Nash Kelvinator Corp.	Live	WNBT (NBC Network)	Geyer, Newell & Ganger, Inc.
INS Television News	Good House Stores, Inc. Household Appliances	News	WPTZ	Julian Pollock
INS Television News	Philco Distributors, Inc. Electric Appliances	News	WPTZ	Julian Pollock
INS Television News	Superfine Appliances Co. Household Appliances	News	WPTZ	Solis S. Cantor
INS Television News	Wilf Brothers Appliances Household Appliances	News	WPTZ	Philip Klein

J

Junior Jamboree	RCA Victor Television Receivers	Studio Children's Show	WBKB	J. Walter Thompson
Junior Jamboree	RCA-Victor Distributing Co. RCA TV Sets	Children's Show	WWJ	J. Walter Thompson Co.
Juvenile Jury	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.

K

Mary Kay & Johnny	Jay, Jay, Jr., Inc.	Live	WABD	Direct
King's Party Line	Bristol-Myers Co. Ipana, Vitalis	Audience-Participation	WCBS	Doherty, Clifford & Shenfield

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Know Your New York	Bonded Auto Sales	Live	WABD	Wm. Warren Agency
Kraft Television Theatre	Kraft Foods Co.	Live	WNBT	J. Walter Thompson Co.
L				
Leave It To The Girls	General Foods Corp.	Live	WNBT	Benton & Bowles, Inc.
Let's Face It	Terman Television Sales Television Receivers	Studio Quiz	WBKB	Direct
Let's Learn to Dance	George's Radio & Tv. Co.	Instruction	WNBW	Robert J. Enders Adv.
Let's Pop the Question	Bartel's Appliances	Quiz	WFIL	Edward Shapiro
Life at the Boston Store	The Boston Store Department Store	Instructional	WTMJ	Mark Mautner & Berman, Inc.
Local Crowd	Southern Wholesalers	Live	WNBW	Henry J. Kaufman & Associates
Look Upon a Star	Comet Candies, Inc.	Live	WABD	Direct
Lucky Strike Spots	American Tobacco Co.	Film	WCBS	Foote, Cone & Belding
M				
Mad. Sq. Garden	Ford Motor Co.	Sports (L)	WCBS	J. Walter Thompson
Mad. Sq. Garden	General Foods (Maxwell House Coffee)	Sports (L)	WCBS	Benton & Bowles
Mad. Sq. Garden	Knox The Hatter	Sports (L)	WCBS	Geyer, Newell & Ganger
Magic Carpet	Alexander Carpet Co.	Live & Film	WABD	Anderson, Davis & Platte
Man on the Street	Harry Suffrin Clothier	Live	WWJ	Simons-Michelson
Mayorality Campaign	Democratic Campaign Committee Dilworth for Mayor	Live	WPTZ	Thomas J. LaBrum & Assoc.
Mayorality Campaign	Republican Campaign Committee Samuel for Mayor	Film	WPTZ	Benjamin Eshelman
Meat and Romance	American Packing Meats	Film	KSD	Foote, Cone & Belding
Meet Me Under the Tree	Lacey's Electrical Appliances	Interview	WMAL	Kal, Ehrlich & Merrick
Meet Your Neighbor	Sams, Inc. Department Store	Live	WWJ	Stockwell & Marcuse

Miracle In The Rain	The Borden Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Miss Television of Philadelphia	Max Rusoff, Inc. Furriers	Live	WPTZ	Solis S. Cantor
Missus Goes A-Shopping	B. T. Babbitt, Inc. Bab-O	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	Coburn Farm Products Sondra Brand Mdse.	Audience Participation	WCBS	Modern Merchandising Bureau
Missus Goes A-Shopping	Manhattan Soap Co. Sweetheart Soap	Audience Participation	WCBS	Duane Jones
Missus Goes A-Shopping	C. F. Mueller Co. Macaroni, Spaghetti & Egg Noodles	Audience Participation	WCBS	Duane Jones
Money At Work	Merrill Lynch, Pierce, Fenner & Beane	Film	WCBS	Direct
Mummers Parade	Sears, Roebuck Co. Household Furnishings	Parade	WPTZ	Benjamin Eshelman
Music Room	Philco Distributor		KTLA	Cecil Noble Adv. Agcy.

N

Nat'l Amateur Tennis Matches	Lacey's	Sports	WNBW	Henry J. Kaufman Associates
Navy Day Celebration	George's Radio & Tv. Co.	Variety	WNBW	Robert J. Enders Adv.
New Year's Eve from Time Square	Hamilton Watch Co.	Remote	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.
News	Detroit Edison Public Utility	News	WWJ	Campbell-Ewald
News	Norge Div.—Borg Warner Appliances	News	WWJ	Campbell-Ewald
News	Reed Candy Co. Candy	Studio	WBKB	Reineke, Meyer & Finn
News	Television Specialists Television Receivers	Studio	WBKB	Direct
News Reel	U. S. Rubber	Newsreel (F)	WMAL	Campbell Ewald
News Roundup	Peake Motor Co.	Commentary	WNBW	Henry J. Kaufman & Associates

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
O				
Olympic Winter Games	Chevrolet		KTLA	Campbell-Ewald
On The Town	Television Distributors of Southern Calif.		KTLA	J. Walter Thompson
Opening of Boston Link	American Tel & Tel	Remote	WNBT (NBC Network)	N. W. Ayer & Son, Inc.
Our Lady's Juggler	U. S. Rubber Co.	Film	WNBT (NBC Network)	Campbell-Ewald Co., Inc.
P				
Pantomime Quiz Time	General Electric		KTLA	Ross, Gardner & White
Paper	Bemis Bros. Bags	Film	KSD	Gardner
Party Line	Bristol-Myers Co.	Live	WNBT (NBC Network)	Doherty, Clifford & Shenfield, Inc.
Phila.—A Great City	Philip Klein Advertising Agency	Studio	WFIL	Philip Klein
Philco News & Views	Radio Specialty Co. (Philco) Radio—Television Sets	News	WTMJ	Gustav Marx Adv. Agency
Polly Parker Party	Arnold Contable Co.	Fashion Show (L)	WNBT	Direct
Allen Prescott—The Wife Saver	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Presentation by ABC	American Broadcasting Co.	Variety (L)	WPTZ	Direct
Pro Tennis Championships	U. S. Rubber Co.	Sports (L)	WCBS	Campbell-Ewald
R				
R. U. R.	MKT Railroad Institutional	Mystery Play	KSD	Direct
Rhythm Steps	Johnson Shoe Shoes	Fashion	KSD	Gardner
Royal Wedding	Chevrolet	Film	WMAL	Campbell-Ewald
S				
St. Albans Naval Hospital Show	Hamilton Watch Co.	Live	WNBT (NBC Network)	Batten, Barton, Durstine & Osborn, Inc.

School of Sports	Gunther Brewing Co.	Instruction	WNBW	Booth, Vickery & Schwinn
Scoreboard	Kass Clothiers Clothing	Studio	WBKB	Malcolm-Howard
Serving thru Science	U. S. Rubber	Live & Film	WABD	Campbell-Ewald Co.
Seven Arts Quiz	General Foods Corp.	Live	WNBT	Young & Rubicam, Inc.
Shoes	Melville Shoe Corp. Thom McAn Shoes	Film	WCBS	Neff-Rogow
Shopping At Home	Sears, Roebuck & Co.		KTLA	The Mayers Co.
Shopping At Home	The May Co.		KTLA	Milton Weinberg Agcy.
Shopping At Home	Sleep Shops		KTLA	Direct
Shopping At Home	Radio Corp. of America		KTLA	Direct
Shopping At Home	Park Camera Co.		KTLA	Direct
Shopping At Home	Schwabacher-Frey		KTLA	Direct
Shopping At Home	Hendan Shirts		KTLA	The Mayers Co.
Shows (Series of Life and Film)	General Foods Corp.	Live & Film	WNBT	Young & Rubicam, Inc.
Singing Smiths	Terman Television Sales Television Receivers	Studio	WBKB	Direct
Small Fry Club	American Pipe Cleaners	Film	WABD	Ruth Brooks Adv.
Small Fry Club	Fischer Baking Co.	Live	WABD	Scheck Adv. Agency
Small Fry Club	Various (Participating)	Spot	WTTG	Various
Soccer Game from Yankee Stadium	Goodman Products	Remote	WABD	Al Paul Lefton Co., Inc.
Sport Names to Remember	Austin Nichols	Slides	WABD	Alfred Lilly Co., Inc.
Sport News	Keystone Plating & Rust Proofing Corp.	News	WABD	Direct
Sports	Hyde Park Brew. Beer	Sports	KSD	Gardner
Sports	Philco Dealers Television Sets	Sports	KSD	Marjorie Wilten, Inc.
Sports Close-Ups	Griesedieck Bros. Beer	Sports	KSD	Ruthrauff & Ryan
Sports Commentary	George's Radio & Tv. Co.	Sports	WNBW	Robert J. Enders Adv.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Sports Film	Lacey's Electrical Appliances	Sports (L)	WMAL	Henry J. Kaufman
Sports News	George's Radio & Tv. Co.	Commentary	WNBW	Robert J. Enders Adv.
Sports Parade	A. Gettelman Brewing Co. Beer	Sports (F)	WTMJ	Scott-Telander
Sportsmen's Show	U. S. Rubber Co.	Sports	WCBS	Campbell-Ewald
Spots	American Tobacco Co. Lucky Strike Cigarettes	Spot Announcements	WTTG	Foote, Cone & Belding
Spots	Automobile Club of Michigan Auto Insurance	Spots	WWJ	Stockwell & Marcuse
Spots	American Tobacco Co. Lucky Strikes	Spots	WWJ	Foote, Cone & Belding
Spots	Bulova Watch Co. Bulova Watches	Spots	WWJ	Biow & Co.
Spots	Allen B. DuMont Labs. Inc. Du Mont Telesets	Spot Announcements	WTTG	Direct
Spots	Hat Research Hats	Spots	WWJ	Grey Adv.
Spots	Hot'N Kold Shops Appliances	Spots	WWJ	Gabriels
Spots	Tivoli Brewing Co. Beer	Spots	WWJ	McCann-Erickson
Star Views	Richards Radio		KTLA	Cecil Noble Adv. Agcy.
Stars Dressing Room	E-Z Thread., International Thread Co.	Live	WNBT	Redfield-Johnstone, Inc.
Streamliner Parade	Chicago Northwestern R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Streamliner Parade	Union Pacific R.R. Transportation	Remote Interview	WBKB	The Caples Co.
Studio Show	J. L. Hudson Co. Department Store	Demonstration	WWJ	Wolfe, Jinkling, Dow & Conckey
Sunset Room	Philco		KTLA	Cecil Noble Adv. Agcy.
Sunshine Sportsmen's Show	Barbey's, Inc. Sunshine Beer	Sports (F)	WPTZ	Gray & Rogers

The Swift Home Service Club	Swift & Co.	Live	WNBT (NBC Network)	McCann-Erickson, Inc.
Swimming Meet (Central AAU)	American Television Lab. Training	Sports (L)	WBKB	Turner Adv.
Swing Into Golf	Wm. Perry Blouse, Inc.	Live & Film	WABD	Sterling Adv. Agcy.
Swiss Family Robinson	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.

T

Telechats	The Fair Store Department Store	Studio	WBKB	J. R. Pershall
Telenews	Chevrolet Automobiles	Film	WBKB	Campbell-Ewald
Telequizicalls	Commonwealth Edison Electrical Appliances	Studio	WBKB	J. R. Pershall
Tele-Sports	Gunther Brewing Co.	Sports	WNBW	Booth, Vickery & Schwinn
Tele-Varieties	Bristol-Myers Co.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
Telenews Digest	Chevrolet Automobiles	News	WWJ	Campbell-Ewald
Telephone Hour	Southwestern Bell Institutional	Film	KSD	Direct
Telequizicalls	Union Electric Electric Appliances	Quiz Show	KSD	Gardner Adv.
Television Matinee	Philadelphia Electric Co. Utilities	Live & Film	WPTZ	Direct
Television Matinee	Philco Distributors Philco Television Sets	Live	WWJ	William I. Denman, Inc.
Television Party	Grinnell's Department Store	Live	WWJ	Simons-Michelson
Television Press Release	Holt-DeLand, Inc.	Slides & Commentary	WNBT	Miller Adv. Agcy., Inc.
Tennis Matches	U. S. Rubber Co.	Remote	WABD	Direct
Thanksgiving Day Parade	R. H. Macy & Co.	Remote	WNBT	Direct
Time Signals	Benrus Watch Co.		WNBT	J. D. Tarcher & Co., Inc.

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Time Signals	Bulova Watch Co.		WNBT	The Biow Co., Inc.
Time Signals	Bulova Watch Co.	Spots	WCBS	Biow Co.
Time Signals	Elgin National Watch Co.		WNBT	J. Walter Thompson Co.
Time Signals	Elgin National Watch Co.	Spots	WCBS	J. Walter Thompson
Time Signals	Gruen Watch Co.	Spots	WCBS	McCann-Erickson
Time Signals	Hanneil Food Products Popcorn Chips	Spots	WCBS	Raymond E. Nelson
Time Spot	Barr's Jewelry	Correct Time (F)	WPTZ	Edward Prager
Time Spot	Beneficial Saving Fund Bank Bank	Correct Time (L)	WPTZ	Richard A. Foley
Time Spot	Broadwood Hotel Hotel Facilities	Correct Time (F)	WPTZ	Deane Klein Davidson
Time Spot	Dewco Tire Service Co. Tires	Correct Time (L)	WPTZ	Raymond E. Nelson
Time Spot	Elizabeth Davidson Home Furnishings	Correct Time (F)	WPTZ	Solis S. Cantor
Time Spot	Elgin Watch Co. Watches	Correct Time (F)	WPTZ	J. Walter Thompson
Time Spot	Marcus & Co. Printers	Correct Time & News	WPTZ	Ralph A. Hart
Time Spot	Philco Distributors, Inc. Electric Appliances	Correct Time (L)	WPTZ	Julian Pollock
Time Spot	David T. Robinson Plymouth-Dodge Cars	Correct Time (L)	WPTZ	Solis S. Cantor
Time Spot	Ryan's Army-Navy Store Men's Furnishings	Correct Time (L)	WPTZ	Stewart-Jordan
Tobaccoland U. S. A.	Liggett & Myers Chesterfields	Film	WCBS	Newell-Emmett
Trader Horn	Better Cars, Inc.	Spot (L)	WCBS	Lester L. Wolff
Twelfth Night	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.

U

Uncle Phil	Philco		KTLA	Cecil Noble Adv. Agcy.

V

Various	Crosley Co. Television Sets	Sports	KSD	M. Hirsch
Various	RCA Dealers Television Sets	Junior Jamboree	KSD	Direct
Various	RCA Dealers Television Sets	Man on the Street		Young & Rubicam
The Versatile Wool	International Wool Secretariat	Film	WCBS	Direct
Visi Quiz	Sears, Roebuck & Co. Household Furnishings	Audience Participation (L)	WPTZ	Raymond E. Nelson
Voice of Firestone Televues	The Firestone Tire & Rubber Co.	Film	WNBT (NBC Network)	Sweeney & James Co.

W

Washington Home Show	Potomac Electric Power Co.	Exposition	WNBW	Henry J. Kaufman & Associates
Weather Forecasts	Brentwood Sportswear	Film	WNBT	John Falkner Arndt & Co., Inc.
Weather Reports	The B.V.D. Corp.		WNBT	Grey Adv. Agcy.
Weather Reports	B. V. D.		KTLA	Grey Adv. Agcy.
Weather Reports	Botany Mills		KTLA	Silverstein, Goldsmith
Weather Reports	Botany Worsted Mills		WNBT	Alfred J. Silberstein-Bert Goldsmith, Inc.
Weather Spot	Botany Mills Woolen Goods	Weather Forecast (F)	WPTZ	Silberstein-Goldsmith
Weather Spot	Brentwood Men's Sportswear	Weather Forecast (F)	WPTZ	John Falkner Arndt
Weather Spot	M. Buten & Sons Paints	Weather Forecast (L)	WPTZ	Philip Klein
Weather Spot	Canine Food & Products Co. Trim Dog Food	Weather Forecast (L)	WPTZ	Packard Adv.
Weather Spot	Chex Candy Co. Mints	Weather Forecast (F)	WPTZ	Solis S. Cantor
Weather Spot	Jiffy Products Zippy Starch	Weather Forecast (L)	WPTZ	Martin & Andrews
Weather Spot	Philco Distributors, Inc. Electric Appliances	Weather Forecast (L)	WPTZ	Julian Pollock

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Weather Spot	Superfine Fuels Co. Fuel	Weather Forecast (L)	WPTZ	Solis S. Cantor
Welcome Jeremiah	The Borden Co.	Live	WNBT (NBC Network)	Kenyon & Eckhardt, Inc.
Western Feature Film	Chevrolet	Film	WABD	Campbell-Ewald Co.
What's New in the Stores	Cluett-Peabody Sanforized	Fashion	KSD	Young & Rubicam
The Bob Wolff Show	Southern Venetian Blind Co. Venetian Blinds	Sports	WTTG	Direct
The World In Your Home	Radio Corp. of America	Film	WNBT (NBC Network)	J. Walter Thompson Co.
World Series	Ford Motor Co. & Gillette Safety Razor Co.	Remote	WABD	J. Walter Thompson Maxon, Inc.
Wrestling	Harry Alter Co. Crosley Television & Radio	Sports	WBKB	Malcolm Howard
Wrestling	Ford Motor Co.		KTLA	J. Walter Thompson
Wrestling	Ford Motor Co. Automobiles	Sports	WWJ	J. Walter Thompson
Wrestling	A. Gettelman Brewing Co. Beer	Sports (L)	WTMJ	Scott-Telander
Wrestling	Keeley Brewing Co. Beer	Sports	WBKB	Malcolm Howard
Wrestling	Teldisco, Inc.	Remote	WARD	Raymond Adv.
Wrestling Bouts	Scott & Grauer Ballentine Beer	Sports	WFIL	J. Walter Thompson
Wrestling from Jamaica Arena	American Shops	Remote	WABD	Wm. N. Scheer Adv. Agency

Y

You Are An Artist	Gulf Oil Corp.	Live	WNBT (NBC Network)	Young & Rubicam, Inc.
You Should Ride a Hobby Horse	Arbee Food Products Co. Scrap Trap	Studio	WBKB	Direct
Your Esso Reporter	Standard Oil Co. of N. J.	Film	WNBT (NBC Network)	Marschalk & Pratt Co.
Your Television Shopper	Stern & Co. Department Store	Remote pickup	WPTZ	Direct

COMMERCIAL TELEVISION STATIONS

PERSONNEL • FACILITIES

WBAL—TV

BALTIMORE
CHANNEL 11
NBC

Power .....32 Kw.
Owned-Operated By.....Hearst Radio, Inc.
Business and Studio Address.....2610 North Charles St.,
Phone Number.....Hopkins 3000
Transmitter Location..Cottage and Violet Aves.
Air Time .....Variable
News Service.....AP; INS; UP
Transcription Service .....Thesaurus
Representative .....NBC
General Manager.....Harold C. Burke
Director of Television.....Harod P. See
Commercial Manager....Harold W. Batchelder
Production Manager.....James S. McMurry
Tele Operations Engineer....George G. Jacobs

WMAR

BALTIMORE
EST. 1947
CHANNEL 2

Frequency.....54-60 mcs.; Power: 17.9 Kw
Owned-Operated By.....The A. S. Abell Co.
Business and Studio Address.....Baltimore and Charles Sts.
Phone Number.....LExington 7700
Transmitter Location.....O'Sullivan Bldg., Baltimore and Light Sts.
Air Time .....Variable
Transcription Service...Associated, Lang-Worth
Service Accepted from.....CBS, DuMont; ABC, WMAL, WFIL-TV, others.
Executives-President.....Paul Patterson, Neil H. Swanson.
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Chief Engineer.....Carlton G. Nopper

WBZ—TV

BOSTON
EST. 1948
NBC
CHANNEL 4

Frequency.....66-72 mc.; Power: Aural—7.15 Kw., Visual—14.3 Kw.
Owned-Operated By.....Westinghouse Radio Stations, Inc.
Business Address.....WRS—1619 Walnut St., Phila. 3, Pa.
Phone Number.....RIttenhouse 6-6870
Station Address.....275 Tremon St., Boston; after June 1948: 1170 Soldiers Field Rd., Allston 34, Mass.
Station Phone.....Hancock 6-4261
Transmitter Location.....1170 Soldiers Field Rd., Allston.
Air Time .....Variable
President .....Walter Evans
Vice-President .....Walter E. Benoit
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Massé
Asst. Sales Manager.....Lynn Morrow
Program Manager.....W. Gordon Swan
Production Manager.....Stephen Burke
Publicity Representative.....Wendell A. Davis
Chief Engineer.....W. H. Hauser

W9XZV—W9XZC

CHICAGO
CHANNEL 1
(Experimental)

Frequency: W9XZV, 54-60 mc.; W9XZC, 512-528 mc. Power: Sight and Sound, 1000 Watts
Effective Radiated Signal.....1270
Owned-Operated By.....Zenith Radio Corp.
Business-Studio Address....6001 Dickens Ave.
Phone Number.....Berkshire 7500
Transmitter & Antenna Location..6001 Dickens Ave.
Air Time.....Unlimited license
President-General Mgr.....E. F. McDonald, Jr.
Station Manager.....J. E. Brown

WBKB

CHICAGO
EST. 1942
CHANNEL 4

Frequency.....66-72 mc.; Power 13.7 Kw.
Owned-Operated By.....Balaban & Katz Corp.
Business and Studio Address...190 N. State St.
Phone Number.....Franklin 6446
Transmitter Location.....190 N. State St.
Air Time.....Variable Afternoon and Evening
News Service.....AP; UP
Transcription Service.....World

Membership .....TBA
President .....John Balaban
General Manager.....William C. Eddy
Chief Engineer.....A. H. Brolly

WGN—TV

CHICAGO
EST. 1948
MBS

Frequency: 186-192 Mc.....Power: 18.4
Owned-Operated By.....WGN, Inc.
Business Address.....441 N. Michigan Ave.
Phone Number.....FINancial 0011
Transmitter Location.....400 W. Madison
News Service.....AP, INS, Transradio, UP
Owner.....Col. Robert R. McCormick
General Manager.....Frank P. Schreiber
Director of Operations.....Vern Brooks
Director Sales.....Wm. A. McGuiness
Program Coordinator.....Edwin Mills
Publicity Director.....Bruce Dennis
Director of Engineering.....C. J. Meyers
Form Editor.....Hal Totten

WLWT

CINCINNATI
EST. 1939
CHANNEL 4

Power .....500 Kw.
Owned-Operated By.....Crosley Bcstg Corp.
Business Address.....Cincinnati 2, Ohio
Phone Number.....Cherry 1822
Studio Address.....Chickasaw and Warner Sts., Clifton Heights.
Transmitter Location.....Carew Tower, Fifth and Vine Sts.
Air Time.....Average 19 hrs. weekly
President .....James D. Shouse
Acting Director ..... J. R. Duncan
Chief Engineer.....Howard Lepple

WEWS

CLEVELAND
EST. 1947
CHANNEL 5

Frequency.....76-82 mc.; Power: 16.2 Kw Visual, 8.1 Kw Oral; Antenna 642' effective height.
Owned .....Scripps-Howard Radio, Inc.
Business and Studio Address.....The WEWS Bldg., 1816 East 13th St.
Phone Number.....SUperior 6111
Transmitter Location.....7080 State Rd., Parma, Ohio.
Air Time .....Varies
News Service .....UP; Acme
Transcription Service .....Associated
President (N. Y.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Manager.....J. Harrison Hartley
Commercial Manager.....John R. Schmunk
Program Director.....Patrick Crafton
Musical Director.....Helen Lott
Chief Engineer.....Joseph B. Epperson

WWJ—TV

DETROIT
EST. 1947

Frequency.....66-72 mc.; Power: Video 5000, Audio 2500.
Owned-Operated By.....The Evening News Association.
Business and Studio Address.....630 West Lafayette.
Phone Number.....Randolph 2000
Transmitter Location.....Penobscot Tower
Air Time .....Variable
News Service.....AP; UP
Transcription Service...Lang-Worth; Standard
Representative .....George P. Hollingsberry
Chief Executive.....W. J. Scripps
General Manager .....Harry Bannister
Assistant General Manager..Edwin K. Wheeler
Commercial Manager.....Willard Walbridge
Sales Promotion Manager.....Jack Albert
General Program Manager...Melvin Wissman
Production Supervisor.....Robert P. Ritter
Production Manager.....Thomas L. Riley
Publicity Director.....Richard S. Spencer, Jr.
Chief Engineer.....E. J. Love

KTLA

EST. 1942
LOS ANGELES
CHANNEL 5

Frequency.....76-82 mc.; Power: 8 Kw.
Owned-Operated By....Television Productions, Inc..
Business and Studio Address.....Paramount Studios, 5451 Marathon St., Hollywood 38
Phone Number.....Hollywood 6363
Transmitter and Antenna Location..Mount Alta
Air Time.....Variable Afternoon and Evening
News Service .....UP
Transcription Service .....World
Representative .....George Shubert
Membership ..... TBA
President .....Paul Raibourn
West Coast Dir.-Station Mgr...Klaus Landsberg
Sales Manager.....George Shupert
Program Director...Philip Booth, Albert V. Cole
Production Manager.....J. Gordon Wright
Publicity Director.....Jonathan Rice
Chief Announcer.....Keith Hetherington
Film Director.....Leland Muller
Musical Dir.....Rex Kepple
Engr. Supervisor.....Raymond M. Moore

W6XAO—(KTSL)

LOS ANGELES (HOLLYWOOD)—
EST. 1931
CHANNEL 2

Frequency .....54-60 mc.; Power: 4 kw.
Effective Signal Radiated 5600

Owned-Operated By.....Don Lee Broadcasting System
Business Address.....1313 N. Vine St.
Phone Number.....Hollywood 8255
Transmitter & Antenna Location....3800 Mount Lee Drive
Air Time.....Varied
News Service.....AP, INS, CNS, UP
Transcription Service.....World
Representative.....John Blair
Membership.....TBA
President.....Thomas S. Lee
Vice-President and General Manager.....Lewis Allen Weiss
Vice-President and Assistant General Manager.....Willet H. Brown
Director of Television.....Harry R. Lubcke
Program Director.....Jack Stewart
Producer.....Stuart Phelps
Publicity Relations Director.....Mark Finley
Chief Announcer.....Ken Barton
Stage Director.....Ted Driscoll
Chief Engineer.....Harold Jury
Film Director.....Lois Prober
Video Pickup Operator.....Bob Fonarow

WTMJ—TV

MILWAUKEE
EST. 1947
CHANNEL 3

Frequency.....60-66 mc.; Power: Aural 17.0 Kw.; Visual 16.1 Kw.
Owned-Operated By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....Marquette 6000
Transmitter Studio Location.720 E. Capitol Drive
Air Time.....Wednesday's through Sunday's (Varies).
News Service.....AP
Representative.....Edward Petry
General Manager.....W. J. Damm
Asst. General Manager.....L. W. Herzog
Station Commercial Mgr.....R. G. Winnie
Program Director.....E. J. Robertson
Publicity Director.....R. B. Wallace
Chief Engineer.....Phil Laeser

WABD

NEW YORK CITY
EST. 1941
DU MONT TELEVISION NETWORK
CHANNEL 5

Frequency.....76-82 mc.
Power....video: 14.25 kw Effective radiated power; sound: 9.45 kw. Effective radiated power
Owned By....Allen B. Du Mont Laboratories, Inc.
Operated By....Du Mont Television Network
Business Address.....515 Madison Ave.
Phone Number.....PLaza 3-9800
Studio Address.....Wanamakers Studio Broadway & 9th
Transmitter Location.....515 Madison Ave.
Air Time.....Approx. 35 hrs. weekly
News Service.....INS
Transcription Service.....Associated
Membership.....TBA
President-Owner.....Allen B. Du Mont
Commercial Manager.....John H. McNeil
Sales Promotion Manager.....Charlotte Stern
Program Director.....James Caddigan
Chief Announcer.....Don Roper
Chief Engineer, Du Mont Television Network.....Scott Helt
WABD.....S. R. Patremio

WCBS—TV

NEW YORK CITY
EST. 1931
CHANNEL 2

Frequency.....54-60 mc.
Owned-Operated By...Columbia Broadcasting System
Business & Studio Address..15 Vanderbilt Ave.
Phone Number.....Murray Hill 6-6340
Transmitter Location.....Chrysler Tower
Air Time.....Minimum 12 hrs. weekly
News Service.....AP
Representative.....Radio Sales
Vice-President.....Lawrence W. Lowman
Director of Television..Worthington C. Miner
Assoc. Dir. of Tele.....Leonard Hole
Commercial Manager....George L. Moskovics
Program Operations.....Merritt H. Coleman
Manager of Technical Operations..Paul Wittlig
Manager of Press Information..James J. Kane
Dir. of News — Special Events..Robert Bendick
Film Manager.....Ed Evans
Sales Promotion Manager.....Halsey Barrett

WNBT

NEW YORK CITY
EST. 1941
NBC
CHANNEL 4

Frequency.....66-72 mc.
Power..Sight, 5000 Watts; Sound, 3000 Watts
Owned-Operated By.....National Broadcasting Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Studio Address.....30 Rockefeller Plaza
Transmitter & Antenna Location.....Empire State Bldg. Tower
Air Time.....Approx. 20-35 hrs. weekly

President (NBC) .....Niles Trammell
Exec. V.P. (NBC).....Frank E. Mullen
V.-P. & Chief Engineer.....O. B. Hanson
Dir. Tele. Engr. Operations..Robert E. Shelby
Dir. Tele. Operations.....Noran E. Kersta
Executive Producer.....Warren Wade
Television Press Editor.....Allan H. Kalmus
Sales Manager.....Reynold R. Kraft

WPIX*

NEW YORK CITY
EST. 1948

Frequency:.....Channel No. 11, 198-204 mc.
Power: .....Audio 8.17 kw.; Video 16.3 kw.
Owned-Operated By..News Syndicate Co., Inc.
Phone Number.....MUrray Hill 2-1234
Business-Studio Address.....220 East 42nd St.
Air Time.....Undetermined
Transmitter Location.....220 East 42nd St.
News Service.....Undetermined
Transcription Service.....Undetermined
Membership .....TBA
President and General Manager...F. M. Flynn
Station Manager.....Robert L. Coe
Commercial Manager.....B. O. Sullivan
Manager of News and
Special Events .....Carl E. Warren
Program Director.....Harvey Marlowe
Mgr. Research and
Development .....Clifford E. Denton
Publicity .....Frank Young
Chief Engineer.....Thomas E. Howard

*On the air on or about June 15, 1948.

WATV

NEWARK
EST. 1947

Frequency .....210-216 mc.
Owned-Operated By.....Bremer Bcstg. Corp.
Business and Studio Address...1020 Broad St.
Phone Number...Mitchell 2-6400; Rector 2-5878
Pleasant Avenues, West Orange, N. J.
Transmitter Location.....Marcella and Mt.
Air Time..... 24 hrs. weekly
News Service .....AP
Membership ..... TBA
Pres., Gen. & Station Mgr..Irving R. Rosenhaus
Chief Engineer.....Frank V. Bremer
Supervisor .....Hank Dabrowski

WCAU-TV

PHILADELPHIA
EST. 1948

CBS-TV

Frequency:.....Channel 10, 192-198 mc.
Power:.....Aural 26.4 kw.; Visual 25 kw.
Owned By.....The Philadelphia Bulletin
Operated By.....WCAU, Inc.
Business Address.....1622 Chestnut St.
Phone Number.....Locust 7-7700
Transmitter Location..PSFS Bldg., 12 S. 12th St.
Air Time.....Undetermined
News Service.....AP, UP
General Manager.....Leon Levy
Commercial Manager and
Program Director.....G. Bennett Larson
Sales Promotion Manager.....Robert N. Pryor
Production Manager.....Roy Meredith
Publicity Director.....J. J. "Chick" Kelly
Chief Engineer.....J. G. Leitch

WFIL—TV

PHILADELPHIA
EST. 1947

CHANNEL 6

Frequency.....82-88 mc.; Power: Visual 18.1 Kw, Sound 10 Kw rad.
Owned-Operated By....Triangle Publications, Philadelphia Inquirer Division.
Business and Studio Address.....46th and Market Sts.
Phone Number.....EVergreen 6-8090
Transmitter Location.....Widener Bldg.
Air Time.....Approximately 28 hrs. weekly
Representative.....The Katz Agency
General Manager.....Roger W. Clipp
Television Director.....Kenneth W. Stowman
Sales Manager.....John E. Surrick
Asst. to Sales Mgr. chg of Tele Sales
Max E. Solomon
Sales Promotion Manager.....James T. Quirk
Publicity Director .....George A. Koehler
Chief Engineer.....Louis E. Littlejohn
Asst. Chief Engr. Chg of Tele.David J. Miller, Jr.

WPTZ

PHILADELPHIA
EST. 1941

NBC

CHANNEL 3

Frequency .....60-66 mc.; Power: Visual 2280; Aural 2315.
Owned-Operated By.....Philco Television Broadcasting Corp.
Business and Studio Address...1800 Architects Bldg., 17th and Sansom Sts.
Phone Number .....Locust 7-7136
Transmitter Location.....1300 E. Mermaid Ave., Wyndmoor, Pa.
Transcription Service.....Lang-Worth
Vice-Pres. & Gen. Mgr.....Ernest B. Loveman
Asst. Gen. Manager.....Rolland V. Tooke
Commercial Manager.....James D. McLean
Program Manager.....Ernest Walling
Chief Engineer .....Raymond J. Bowley

KSD—TV

ST. LOUIS
EST. 1947

NBC
CHANNEL 5

Frequency....76-82 mc.; Power: Video 20,000, Audio 10,000.
Owned-Operated By....Pulitzer Publishing Co.
Business and Studio Address...1111 Olive St.
Phone Number..... MAin 1111
Transmitter Location.....1111 Olive St.
Air Time .....Approximately 20 hrs. weekly
News Service.....AP; NBC Tele NEWSREEL
Transcription Service.....Thesaurus, World
Representative .....Free & Peters
Membership ..... TBA
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Guy E. Yeldell
Chief Engineer.....Robt. L. Coe

WRGB

SCHENECTADY, N. Y.

NBC
CHANNEL 4

Frequency..66-72 mc.; Power: 18.25 kw. Visual, 9.125 kw. Aural
40,000 Watts, Oral, 20,000 Watts
Owned-Operated By.....General Electric Co.
Business Address.....60 Washington Ave.
Phone Number....(Studio) 4-2211, Ext. 4926; Sales 3-2121, Ext. 44
Transmitter & Antenna Location.....New Scotland, N. Y.
Air Time.....Daily except Sat., Approx. 6:50 a.m.-10:30 p.m.
News Service.....INS, INP
Transcription Service..Thesaurus, Lang-Worth
Membership .....NAB
Vice President G. E. Adv., Publicity & Broadcasting .....R. S. Peare
Asst. Manager Adv., Publicity & Broadcasting .....B. J. Rowan
Station Manager .....G. E. Markham
Supervisor, Station Sales & Promotion .....A. G. MacDonald
Supervisor, Programs.....A. G. Zink
Supervisor, Music.....A. O. Coggeshall
Supervisor, Farm Programs.....R. B. Child
Chief Engineer.....W. J. Purcell

WMAL—TV

WASHINGTON, D. C.
EST. 1947

CHANNEL 7

Frequency .....174-180 mc.
Owned-Operated By.....The Evening Star Bcstg Co., Inc.
Business Address.....724 14th St., N.W.
Phone Number.....National 5400
Studio Address.....201 Commonwealth Bldg.
Transmitter Location.....Campus American University, Nebraska and Mass Ave., N.W.
Air Time.....Variable
News Service.....AP; UP
Membership .....NAB
President .....S. H. Kauffmann
General Manager.....K. H. Berkeley
Commercial Manager.....Ben B. Baylor
Director of Television.....Burke Crotty
Publicity Director.....Tom Dolan
Chief Engineer.....Daniel Hunter
Tele Operations Supervisor.....Frank Harvey

WTTG

WASHINGTON, D. C.
EST. 1945

DU MONT TELEVISION NETWORK
CHANNEL 5

Frequency .....76-82 mc.
Power.....5 video: kw.; audio: 2½ kw.
Owned By...Allen B. Du Mont Laboratories, Inc.
Operated By....Du Mont Television Network
Business-Studio Address....12th & "E" Sts., N. W.
Phone Number.....Republic 7816
Transmitter Location..Hotel Harrington, 12th & "E" Sts., N.W.
Air Time.....7 days a week; 5:45-11 p.m.
News Service .....Transradio
Membership .....TBA
President-Owner .....Allen B. Du Mont
General Manager.....Walter Compton
Commercial Manager.....H. E. Sheffers
Production Manager.....Roger Coelos
Chief Announcer.....Gordon Williamson
Chief Engineer.....Malcolm Burleson

WNBW

WASHINGTON, D. C.
EST. 1947

NBC
CHANNEL 4

Frequency .....66-72 mc.
Power.....20.5 kw. (Effective radiated power)
Owned-Operated By....National Broadcasting Company
Business Address.....714—14th St., N.W.
Phone Number.....Republic 4000
Studio-Transmitter Location....Wardman Park Hotel
Air Time..Average 24 hrs. per week of Programs, plus 28 hrs. per week of Test Pattern
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
V.-P. Charge of NBC, Washington.....Frank M. Russell
Television Program Mgr.....John E. Gaunt
Commercial Manager.....Mahlon Glascock
Publicity Director.....Jay Royen
Chief Engineer.....Donald Cooper

TELEVISION PROGRAMMING

By LAWRENCE PHILLIPS, *Director Du Mont Television Network*

Phillips

THERE is no longer any question but that television, as it develops, will become the most potent and effective means of mass communications so far devised by man; that it will soon exercise a profound influence upon the lives, habits and welfare of many millions of people.

A review of the variety and scope of television programming already achieved in the two years of operation, since the end of the war, indicates the endless panorama of entertainment, information and education which will in time be made available to more than 80% of the people of the United States—tomorrow's television audience.

•

Drama, music, variety entertainment, movies and hundreds of original productions have formed the nucleus of television broadcasting schedules since the introduction of public service in 1939. Indoor and outdoor events of general public interest: boxing, wrestling, baseball, football, parades, circuses, etc., are already a mainstay in current television programming. The vast reservoirs of information and instruction: travel, art, public forums of debate, round-table discussions; political conventions, etc., are already being scanned by television cameras for the enjoyment and edification of thousands of viewers within the range of existing facilities in almost a dozen major cities in the United States.

To date, television broadcasting has been primarily a local operation. But now the time has come when networks must assume the responsibility of introducing and advancing the new art of sight-sound broadcasting and of making television program service available to independent stations that will be associated with their networks.

For it is only by the establishment of network service as quickly as is practicable, and the resulting distribution of costs, programs and experience over a number of stations—that television programs of network quality can be achieved and supported.

Experimental connections for networking are already available in television—between Boston, New York, Philadelphia, Baltimore, Washington, D. C., and Schenectady in the East, and between Chicago and South Bend in the middle West. These facilities will be expanded southwards to Richmond, Virginia sometime in 1948.

Television stations within range of these facilities are already finding it possible to exchange programs with other stations operating along these existing lines of communication.

•

But what about those television stations that are still within two to five years of network facilities? Stations in the south and middle west, for example. What do they do until the networks reach them?

It is our feeling at Du Mont, that here again the networks must take the responsibility and the initiative. In this connection, we are currently investigating details of a plan to make Du Mont Television Network affiliation—and Du Mont Network Program service available immediately to all stations regardless of their geographical location in the United States or their proximity to existing facilities.

Briefly: our service to these stations will begin with their own construction, if desired. It will include training of station personnel—technical, administrative, production, etc., in the intricacies of television station operation. It will extend to syndicated program service, surveys of local programming possibilities, sales surveys and audience and trade promotion assistance—as much or as little of such aid, assistance and cooperation as may be required to help independent stations get through the initial difficult period of operation with the least possible financial risk.

•

Having no other interests but television, and consequently no AM commitments, the Du Mont Television Network is in a position to offer such network service to any television station operator immediately. And it is our belief that by the end of 1948 we will have convinced enough stations throughout the country of the economic advisability of Du Mont Network affiliation, to have in efficient operating order regional networks along the Atlantic Coast, in the Mid-West and on the West Coast.

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TELEVISION

BROADCASTING STATIONS

As of January 1, 1948

Construction Permits Granted for Commercial Tele Stations

City	Applicant	Call Letters	Channel No.	Frequency (mc)	ERP Visual-Aural (kw)
CALIFORNIA					
Los Angeles	American Bcg. Co. Inc.	KECA-TV	7	174-180	4.5—2.7
Los Angeles	Earle C. Anthony, Inc.	KFI-TV	9	186-192	16.1—17
Los Angeles	National Broadcasting Co. Inc.	KNBH	4	66-72	15—8
Los Angeles	Dorothy S. Thackrey	KLAC-TV	13	210-216	16—16
Los Angeles	Times-Mirror Co.	KTTV	11	198-204	19.15—19.15
Riverside	The Bcg. Corp. of America	KARO	1	44-50	1—1
San Francisco	American Bcg. Co. Inc.	KGO-TV	7	174-180	5.4—2.7
San Francisco	Associated Broadcasters, Inc.	KWIS	5	76-82	23.6—12.6
San Francisco	The Chronicle Publishing Co.	KCPR	4	66-72	18-24—19-2
Stockton	E. F. Peffer	KGDM-TV	8	180-186	1.93—1.80
CONNECTICUT					
New Haven	Elm City Bcg. Corp.	WNHC-TV	6	82-88	1.82—.957
DELAWARE					
Wilmington	WDEL, Inc.	WDEL-TV	7	174-180	1—.5
DISTRICT OF COLUMBIA					
Washington	Bamberger Bcg. Service, Inc.	WOIC	9	186-192	30.25—24.5
FLORIDA					
Miami	Southern Radio & Tele. Eqpt. Co.	WTVJ	4	66-72	1.57—.786
ILLINOIS					
Chicago	American Bcg. Co. Inc.	WENR-TV	7	174-180	30—15
Chicago	National Bcg. Co. Inc.	WNBY	5	76-82	21.8—21.8
INDIANA					
Bloomington	Sarkes & Mary Tarzian	WTTV	10	192-198	1—1
Indianapolis	Wm. H. Block Co.	WWHB	3	60-66	14.00—7.6
IOWA					
Ames	Iowa State College of Agr. & Mech. Arts	WOI-TV	4	66-72	13—10-4
KENTUCKY					
Louisville	Courier-Journal & Louisville Times Co.	WHAS-TV	9	186-192	9.6—7.2
LOUISIANA					
New Orleans	Maison Blanche Co.	WRTV	4	66-72	13.6—7.2
MARYLAND					
Baltimore	Radio-Television of Baltimore, Inc.	WAAM	13	210-214	31.65—20

MASSACHUSETTS

City	Applicant	Call Letters	Channel No.	Frequency (mc)	ERP Visual-Aural (kw)
Boston	Yankee Network, Inc.	WNAC-TV	7	174-180	32.7—32.7
Waltham	Raytheon Mfg. Co.	WRTB	2	54-60	

MICHIGAN

Detroit	Fort Industry Co.	WTVO	2	54-60	14.26—7.51
Detroit	King-Trendle Bcg. Corp.	WDLT	7	174-180	32.1—16.7

MINNESOTA

Minneapolis	Minn. Bcg. Corp.	WTCN-TV	4	66-72	17.9—9.2
Saint Paul	KSTP, Inc.	KSTP-TV	5	76-82	13-68—6.48

NEW JERSEY

Newark

NEW MEXICO

Albuquerque	Albuquerque Bcg. Co.	KOB-TV	4	66-72	4.5—4.5

NEW YORK

Buffalo	WBEN, Inc.	WBEN-TV	4	66-72	15—8
New York	American Bcg. Co. Inc.	WJZ-TV	7	174-180	16.25—8.25
New York	Bamberger Bcg. Service Inc.	WOR-TV	9	186-192	30-25—24.5
New York	News Syndicate Co., Inc.	WLTV	11	198-204	16.3—8.17

OHIO

Cleveland	Empire Coil Co. Inc.	WXEL	9	186-192	21—13
Cleveland	Nat'l Bcg. Co. Inc.	WNBK	4	66-72	18.8—9.6
Columbus	Crosley Bcg. Corp.	WLWL	3	60-66	15.5—5.25
Dayton	Crosley Bcg. Corp.	WLWD	5	76-82	30—25
Toledo	Fort Industry Co.	WTVT	13	210-216	27.4—14.4

OREGON

Portland	Oregonian Publ. Co.	KGWG	6	82-88	10—11.2

PENNSYLVANIA

Johnstown	WJAC, Inc.	WJAC-TV	13	210-216	6.5—7
Philadelphia	Wm. Penn Bcg. Co.	WPEN-TV	10	192-198	25—26.4
Pittsburgh	Allen B. DuMont Labs. Inc.	WDTV	3	60-66	14.6—7.3

RHODE ISLAND

Providence	The Outlet Co.	WJAR-TV	11	198-204	50—50

TENNESSEE

Memphis	Memphis Publ. Co.		4	66-72	13.6—7.12

TEXAS

Dallas	KRLD Radio Corp.	KRLD-TV	4	66-72	46—TBD
Dallas	Lacy-Potter Tele. Bcg. Co.	KBTV	8	180-186	35—18.5
Fort Worth	Carter Publications, Inc.	KCPN	5	76-82	17.6—8.2

UTAH

Salt Lake City	Intermountain Bcg. Corp.	KDYL-TV	2	54-60	13.2—7

VIRGINIA

Richmond	Havens & Martin, Inc.	WTVR	6	82-88	12.16—6.4

WASHINGTON

Seattle	Radio Sales Corp.	KRSC-TV	5	76-82	18.95—9.79

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FREQUENCY MODULATION

FM Showing Progress

•

FM Association—Personnel

•

Progress Of Educational FM

•

FAX Making Progress

•

FM Stations In Operation

•

Authorized CP's For FM Stations

FOR PRESTIGE ...

Be able to tell listeners that your station is a member of

AP

Radio members of The AP don't buy news! They share the news of the largest news-gathering organization on a *cost* basis.

FM SHOWING PROGRESS

By IRWIN ROSTEN, *Staff Writer, RADIO DAILY*

Rosten

THURSDAY, January 29, 1948, will go down in the annals of radio history as the turning point in the progress of frequency modulation broadcasting. On that day, in joint statement with the nation's four major networks, James C. Petrillo announced the end of his ban on FM duplication of AM live musical programs. Three days later, for the first time since October, 1945, listeners throughout the country were able to hear their favorite network shows with the higher fidelity that only FM can provide.

The day after the joint AFM-network announcement, Petrillo met with Everett Dillard, president of the Frequency Modulation Association and also of the first major FM web, the Continental Network. When the confab ended, Petrillo announced the removal of his ban on FM stations originating live music, and said that AFM locals may negotiate contracts with FM outlets.

•

This was the news for which FM broadcasters had long been waiting. No longer need they feel like unwanted stepchildren of the radio industry. For those who had patiently attended the FM infant for several years, it meant virtual assurance of their eventual success and hastened the day when red would no longer be the dominant color on their ledgers. For some, this happy switch to black ink will come during this year. For newcomers, for those licensees who had been holding back construction, the advent of music for FM meant that they would now try to get their stations on the air as soon as possible.

The breaking of the music czar's strangle hold on FM broadcasting is expected to provide strong stimulus for the ever-growing FM audience. A record-breaking total of 1,175,104 FM-AM receivers were produced last year, according to the RMA, as compared with only 181,485 in 1946. Early estimates of anticipated 1948 production placed the number of FM sets at least double last year's figure. This, however, was before the lifting of the music bans. The RMA had gone on record as stating "that the day network programs are made available to FM, production of FM sets will be stepped up." Now that that day has arrived, some trade estimates of FM receiver output for 1948 are as high as four or five million.

The achievements scored by FM during 1947 offer added substance to the optimism prevalent in the trade. According to the 13th annual report of the FCC, "FM showed its biggest and most material gain" last year. As this is written, there are 371 FM stations on the air, 312 of which are affiliated with AM outlets. The total number of FM authorizations is more than 965.

Indications are that national advertisers are gradually growing more aware of FM's possibilities. A spot check made by RADIO DAILY in New York revealed that key executives of the three independent FM stations in that city agree that "the worst is over." All three outlets reported increased sales, broader programming and an appreciable jump in listener response. Although they are still operating in the red, hopes are high that they may be able to break even this year.

The FM system, however, will not gain its due prominence solely on its own merits. Although, in the words of former FCC Chairman Charles R. Denny, "FM is the finest aural broadcasting system attainable in the present state of the radio art," it must be promoted, sold, plugged and promoted again to assure universal acceptance in the shortest possible time. The story of FM must be kept before the public eye and ear at all times.

•

A unique plan to increase local FM audiences—and one that may well be followed by many stations—was developed towards the end of last year by a new outlet on Long Island. The station sponsored a contest among local retailers, with free air time awarded dealers selling the most FM receivers or tuners. First prize was 65 quarter-hour periods over 13 weeks, with runner-up receiving 39 quarter-hour shows. The next 15 stores each receive one 15-minute seg a week for 13 weeks, and all other entries get five spots each.

FM Association

MUNSEY BUILDING, 1329 E. ST., N.W., WASHINGTON 4, D. C.
Telephone: Republic 8532

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William E. Ware.....*Vice-President*
E. J. Hodel.....*Secretary*
Thomas F. McNulty.....*Treasurer*

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Terms Expiring in 1949

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William Fay
Leonard H. Marks
Paul W. Reed
J. N. Bailey, *Alternate*

PROGRESS OF EDUCATIONAL FM

By **GEORGE JENNINGS**, *Director, Radio Council—WBEZ, Chicago Public Schools*

Jennings

DESPITE some difficulties met with during the past year, such as changing of frequency and the lack of suitable radio receivers for classroom use, educational FM broadcasting has taken great strides. The change in frequency seriously affected the operation of station WBEZ in Chicago, for example, since it meant the purchase of new transmitter, new antenna system, new antenna tower and a new site for the location of the transmitter. Cleveland, Ohio's WBOE made the changeover without stopping service and is now broadcasting on both the low and the high FM band. New York City's WNYE did or will close down for the period of change over.

•

Some thirty applications for FM broadcast station license have been granted by the FCC to schools, school systems, teachers colleges, and universities. Among the new stations to get into operation were WDTR, Detroit Public Schools and KUSC, the University of Southern California. The increased interest in FM for schools is evidenced by the increase in attendance at such educational meetings as the School Broadcast Conference, held annually in Chicago; the Institute for Education by Radio, held annually at Ohio State University and the Regional Radio Conference sponsored by the University of Oklahoma.

•

Another outgrowth of the interest in FM is the number of teachers organizations, such as the National Council of Teachers of English and Social Studies, which have included the consideration of the classroom use of radio in their annual progress. That interest is not alone on the part of the teaching staff is evidenced by the inclusion of sessions on radio broadcasting and use in the annual sessions of the American Association of School Administrators. It is the administrator who ultimately controls the school funds for the establishment of stations and studios.

The Association for Education by Radio, and organization of administrators and teachers has held two semi-annual meetings during the year on a national basis and has established local units in Cleveland, Indianapolis, Washington, Detroit, Philadelphia, Chicago, Portland, Klamath Falls (Oregon), Sacramento, and Atlanta.

With the increased local interest in FM broadcasting and the increasing availability of radio receivers suitable for classroom use the growth of FM broadcasting seems assured. A warning must be made, however, concerning the fact that school stations, as with all others, must be programmed. Years ago when schools and universities held all licenses to operate, programming was the greatest difficulty, and many boards of education and trustees of universities were not prepared to finance on adequate program. Consequently, many such AM licenses were returned to the FCC. Educators are stressing, therefore, the *use* of radio and are likewise stressing the programming of stations.

•

The state-wide FM network picture has lagged somewhat, with Wisconsin the only state at the moment which seems to have gone ahead with its plan for a statewide FM network. One station has been placed in operation at Madison and another is under construction at a site near Milwaukee. Despite the well-known advantages of such a state FM network for educational use, legislators are loath to use tax funds for what some of their constituents might think was in competition with other stations.

The ideal situation for FM educational broadcasting remains the large city school system, and some educators are doubtful if the smaller cities can not adequately be supplied with time for educational broadcasts by their own local AM and FM stations.

FAX MAKING PROGRESS

By VAL ADAMS, *Staff Writer, RADIO DAILY*

RADIO gets more versatile every day. But a couple of decades ago a radio set was based on one litte idea—AM broadcasting. Then they began to trick it up. A phonograph was put in. Along came FM. Television rightfully had to get in the act too. Now we're about to get facsimile, a fifth element in our radio sets which spews the printed word and lush layouts all over the living room floor, even while the events are in progress.

The home used to be a place where you slammed the door on the outside world. That era is over. Radio homes of the future will be communication centers in themselves, snowed under by incoming traffic via the eye, ear and printed page from the four corners of the earth. Walter Winchell's going to have to get a word better than "flash" or he'll be out of business.

•

This is an era when veteran newsmen are being tapped on the shoulder by managing editors and informed, "You're the facsimile editor. Get out a facsimile edition." And before those who are tapped can ask just what the heck they're supposed to do, they are informed that the managing editors are merely carrying out orders of the publishers. In other words, a lot of competent newsmen are suddenly getting titles they never even heard of before and they're strictly on their own.

It seems that those connected with the technical development and sale of facsimile facilities have made a successful pitch to broadcasters and publishers. Many of the latter are sold on the idea to the point of having laid their money on the line and some are already showing facsimile in their cities. As to whether or not this new medium has possibilities, there must be some significance in the fact that the New York Times and WQXQ staged the first postwar demonstration in that city early in 1948.

Facsimile newspapers wont be as common as the housing shortage overnight. But the trend of broadcasters and publishers making a decision to "Let's appoint a facsimile editor" is definitely growing. There are many who don't know just where facsimile is headed but they think it important enough to get their finger in the pie just in case.

Stations and newspapers starting facsimile today are not getting in on the ground floor — they're in the basement. You write your own textbook as you go along. Technically, from the standpoint of scanners and recorders, facsimile is ready to go to the pubic. Next step is to work out a technique for making up facsimile newspapers. While some have done a little preliminary work, in general all are completely ignorant on this subject. But it's something that wont be learned or worked out in a laboratory. It must be done by actual operation—making up daily facsimile editions and putting them on the air. It will be learned only by hit and miss.

•

To sell an idea to the public, it normally must be a little different from a previous one, some new advantage must be added. Consequently, facsimile is not likely to sell itself publicly merely on the idea that now you can get your newspaper delivered into the home by radio instead of by boy. New kinds of formats, different from the average newspaper, must be worked out and probably new types of entertainment gimmicks particularly suited to facsimile.

News-wise, facsimile's greatest attraction lies in its possibilities as a picture medium. You can't lightly toss off the thought that with facsimile a housewife can hold a picture in her hand of a big fire with the caption reading, "Firemen are still fighting the blaze." The Miami Herald and WQAM-FM put a wet photo on the air of an attempted suicide, lying crumpled on the payment, while an ambulance rushed the victim to the hospital.

•

If it's competition that makes business, then facsimile is going to be a big one. One of the hottest battles broke out in Philadelphia in 1947 between the Inquirer and the Bulletin and their FM outlets. Several weeks ahead, the Inquirer announced a public facsimile demonstration for early in May but about two days before the date the Bulletin suddenly staged its own. Late in December, the Inquirer started what it called the first daily facsimile newspaper but the Bulletin promptly exclaimed it had been doing it for eight months. It's an argument which might best be left for historians to decide but the real story seems to be that each can claim a first in separate ways. Technicalities, however, were overlooked in the rush for promotion.

FM Broadcast Stations In Operation
As of Jan. 1, 1948

OPERATION prior to March 1, 1948, on the frequency shown is contingent on clearance of image frequency interference in present aeronautical aid receivers.

ALABAMA

Call Letters	Licensee—Location	Frequency (mc)
WAFM	Voice of Alabama, Inc. Birmingham	99.5
WJBY-FM	Gadsden Broadcasting Co., Inc. Gadsden	103.7
WRLD-FM	Valley Broadcasting Co. Lanett	102.9
WSFA-FM	Montgomery Broadcasting Co., Inc. Montgomery	103.3

CALIFORNIA

KONG	Times-Star Publishing Co. Alameda	104.9
KRFM	J. E. Rodman Fresno	93.7
KHJ-FM	Don Lee Broadcasting System Los Angeles	101.1
KWBR-FM	Warner Bros. Oakland	97.3
KOCS-FM	The Daily Report Ontario	93.5
KAGH	Rose Bowl Broadcasters, Lts. Pasadena	98.3
KPOR	The Broadcasting Corp. of America Riverside	97.5
KCRA-FM	Central Valleys Broadcasting Co. Sacramento	96.1
KXOA-FM	Sacramento Broadcasters Inc. Sacramento	107.9
KJBS-FM	KJBS Broadcasters San Francisco	98.9
KGO-FM	American Broadcasting Co., Inc. San Francisco	106.1
KLOK-FM	Valley Broadcasting Co. San Jose	98.5
KSJO-FM	Santa Clara Broadcasting Co. San Jose	95.3
KRJM	Santa Maria Daily Times Santa Maria	103.1
KGDM-FM	E. F. Peffer Stockton	92.9
KRKD-FM	Radio Broadcasters, Inc. Los Angeles	96.3
KPNI	Peninsula Newspapers, Inc. Palo Alto	101.7
KFXM	Lee Brothers Broadcasting Co. San Bernardino	95.1
KSFH	Pacific Broadcasting Company San Francisco	94.9

CONNECTICUT

WDRC-FM	The Conn. Broadcasting Co. Hartford	93.7

Call Letters	Licensee—Location	Frequency (mc)
WTIC-FM	The Travelers Broadcasting Service Corp. Hartford	96.5
WKNB-FM	The New Britain Broadcasting Co. New Britain	103.7
WBIB	Colony Broadcasting Corp. New Haven	100.7
WNLC-FM	Thames Broadcasting Corp. New London	99.5
	DISTRICT OF COLUMBIA	
WASH	Commercial Radio Equip. Co. Washington	97.1
WINX-FM	WINX Broadcasting Co. Washington	96.3
WRC-FM	National Broadcasting Co., Inc. Washington	93.9
WWDC-FM	Capital Broadcasting Co. Washington	101.1
	FLORIDA	
WNDB-FM	News Journal Corp. Daytona Beach	94.5
WJHP-FM	The Metropolis Company Jacksonville	96.9
WIOD-FM	Isle of Dreams Broadcasting Co. Miami	97.3
WQAM-FM	Miami Broadcasting Co. Miami	94.9
WWPG-FM	Palm Beach Broadcasting Corp. Palm Beach	97.9
WCOA-FM	Pensacola Broadcasting Co. Pensacola	98.9
WTAL-FM	John H. Phipps Tallahassee	103.9
	GEORGIA	
WBGE-FM	General Broadcasting Co. Atlanta	95.5
WGBA-FM	Georgia-Alabama Broadcasting Corp. Columbus	95.1
WRBL-FM	Columbus Broadcasting Co. Columbus	93.3
WBML-FM	Middle Georgia Broadcasting Co. Macon	100.7
WMAZ-FM	Southeastern Broadcasting Co. Macon	99.1
WRGA-FM	Rome Broadcasting Corp. Rome	106.5
WSAV-FM	WSAV, Inc. Savannah	100.3
WTOC-FM	Savannah Broadcasting Co. Savannah	97.3
WLET	R. G. LeTourneau Toccoa	102.9
	IDAHO	
KIDO-FM	KIDO, Inc. Boise	106.1
KFXD-FM	Frank E. Hurt & Son Nampa	101.9
KSEI-FM	Radio Service Corp. Pocatello	96.5
	ILLINOIS	
WJBC-FM	Bloomington Broadcasting Corp. Bloomington	101.5
WRGK	George M. Ives Brookfield	103.1
WBBM-FM	Columbia Broadcasting System Inc. Chicago	97.1

Call Letters	Licensee—Location	Frequency (mc)
WGNB	WGN, Inc. Chicago	98.7
WEFM	Zenith Radio Corp. Chicago	99.5
WSOY-FM	Commodore Broadcasting Inc. Decatur	98.7
WEAW	North Shore Broadcasting Co., Inc. Evanston	96.7
WFJS	Freeport Journal Standard Publishing Co. Freeport	102.5
WQDI	Quincy Newspapers Inc. Quincy	105.1
WCVS-FM	WCBS, Inc. Springfield	102.9
WEHS	WHFC, Inc. Chicago	97.9
WKIL	Kankakee Daily Journal Company Kankakee	100.7
WMIX-FM	Mt. Vernon Radio & Television Company Mt. Vernon	94.1
WMBD-FM	Peoria Broadcasting Company Peoria	92.5
	INDIANA	
WCSI	Syndicate Theatres, Inc. Columbus	93.7
WOWO-FM	Westinghouse Radio Stations, Inc. Ft. Wayne	96.1
WABW	Associated Broadcasters Inc. Indianapolis	94.7
WSBF	South Bend Tribune South Bend	101.3
WMLL	On the Air, Inc. Evansville	94.5
WCTW	Courier-Times, Inc. New Castle	103.1
	IOWA	
KBUR-FM	Burlington Broadcasting Co. Burlington	92.9
KSCJ-FM	Perkins Bros. Co. Sioux City	94.9
	KANSAS	
KSBS	Sunflower Broadcasting System Kansas City	105.9
KTSJ	The Topeka State Journal Inc. Topeka	99.5
WIBW-FM	Topeka Broadcasting Assn. Inc. Topeka	102.5
KIMV	Hutchinson Publishing Company Hutchinson	105.7
	KENTUCKY	
WRXW	WAVE, Inc. Louisville	95.1
WCJT	WHAS, Inc. Louisville	99.7
WPAD-FM	Paducah Broadcasting Co., Inc. Paducah	96.9
WKYC	Paducah Newspapers Inc. Paducah	93.3
	LOUISIANA	
KPDR-FM	Central Louisiana Broadcasting Co. Alexandria	99.7
WBRL	Baton Rouge Broadcasting Co. Inc. Baton Rouge	98.1
WTPS-FM	The Times Picayune Publishing Co. New Orleans	95.7

Call Letters	Licensee—Location	Frequency (mc)
WRCM	Supreme Broadcasting System Inc. New Orleans	97.1
WSMB-FM	WSMB, Inc. New Orleans	102.7

MARYLAND

WITH-FM	Maryland Broadcasting Co. Baltimore	104.3
WFMD-FM	The Monocacy Broadcasting Co. Frederick	101.5
WJEJ-FM	Hagerstown Broadcasting Co. Hagerstown	104.7
WGAY-FM	Tri-Suburban Broadcasting Corp. Silver Springs	102.3

MASSACHUSETTS

WMNE	The Yankee Network Inc. Boston	100.5
WGTR	The Yankee Network, Inc. Boston	99.1
WBZ-FM	Westinghouse Radio Stations, Inc. Boston	92.9
WXHR	Harvey Radio Lab. Cambridge	96.9
WSAR-FM	The Fall River Broadcasting Co., Inc. Fall River	103.7
WCFR	Narragansett Broadcasting Co. Fall River	100.9
WFMR	E. Anthony & Sons Inc. New Bedford	98.1
WBZA-FM	Westinghouse Radio Stations Inc. Springfield	97.1
WTAG-FM	WTAG, Inc. Worcester	96.1

MICHIGAN

WPAG-FM	Washtenaw Broadcasting Co. Ann Harbor	98.7
WELL-FM	Federated Publications, Inc. Battle Creek	102.1
WBCM-FM	Bay Broadcasting Co. Inc. Bay City	96.1
WJLB-FM	Booth Radio Stations Inc. Detroit	97.9
WWJ-FM	The Evening News Assn. Detroit	97.1
WJBK-FM	James F. Hopkins, Inc. Detroit	93.1
WFRS	The Grand Rapids Broadcasting Corp. Grand Rapids	92.5
WLAV-FM	Leonard A. Versluis Grand Rapids	96.9
WMLN	Macomb Publishing Co. Mt. Clemens	106.3
WMUS-FM	Greater Muskegon Broadcasters Inc. Muskegon	100.5
WSAL	Saginaw Broadcasting Co. Saginaw	98.1
WHFB-FM	The Palladium Publishing Co. Benton Harbor	99.9
WJJW	Wyandotte News Co. Wyandotte	103.1

MINNESOTA

WTCN-FM	Minnesota Broadcasting Corp. Minneapolis	97.1
KROC-FM	Southern Minnesota Broadcasting Co. Rochester	94.7
KSTP-FM	KSTP, Inc. St. Paul	102.1

MISSOURI

Call Letters	Licensee—Location	Frequency (mc)
WMBH-FM	Joplin Broadcasting Co. Joplin	96.1
KMBC-FM	Midland Broadcasting Co. Kansas City	100.5
KOZY	Commercial Radio Equipment Co. Kansas City	98.1
KXOK-FM	Star-Times Publishing Co. St. Louis	93.7
WIL-FM	Missouri Broadcasting Co. St. Louis	97.3
KWK-FM	Thomas Patrick, Inc. St. Louis	99.1

NEBRASKA

KFAB-FM	KFAB Broadcasting Co. Lincoln	97.9
KOAD	World Publishing Co. Omaha	92.9

NEW HAMPSHIRE

WLOB	Claremont Eagle Inc. Claremont	106.1

NEW JERSEY

WFMN	Edwin H. Armstrong Alpine	93.1
WCAP-FM	Radio Industries Broadcasting Co. Asbury Park	107.1
WBAB-FM	Press-Union Publishing Co. Atlantic City	100.7
WAAT-FM	Bremer Broadcasting Corp. Newark	102.7
WFMO	Fidelity Media Broadcasting Corporation Jersey City	103.1

NEW YORK

WNBF-FM	Clark Associates Binghamton	100.5
WEBR-FM	WEBR Inc. Buffalo	96.9
WBNY-FM	Roy L. Albertson Buffalo	92.9
WKNP	Corning Leader Inc. Corning	106.1
WHNY	FM Broadcasting Corp. Hempstead	98.3
WWHG	The W. H. Greenhow Co. Hornell	105.3
WBAM	Bamberger Broadcasting Service Inc. New York	98.7
WGHF	Wm. G. H. Finch New York	101.9
WCBS-FM	Columbia Broadcasting System Inc. New York	101.1
WQXQ	Interstate Broadcasting Co. New York	96.3
WMGM	Marcus Loew Booking Agency New York	100.3
WABF	Metropolitan Broadcasting & Television Inc. New York	99.5
WNBC-FM	National Broadcasting Co. Inc. New York	97.1
WHLD-FM	The Niagara Falls Gazette Publishing Co. Niagara Falls	98.5
WRNY-FM	Monroe Broadcasting Co. Inc. Rochester	97.9

Call Letters	Licensee—Location	Frequency (mc)
WHFM	Stromberg-Carlson Co. Rochester	98.9
WHEF	WHEC Inc. Rochester	96.5
WBCA	Capitol Broadcasting Co. Inc. Schenectady	101.1
WGFM	General Electric Co. Schenectady	99.5
WFBL-FM	Onondaga Radio Broadcasting Corp. Syracuse	93.1
WAGE-FM	WAGE Inc. Syracuse	98.5
WSYR-FM	Central N. Y. Broadcasting Corp. Syracuse	94.5
WTRI	Troy Broadcasting Co. Inc. Troy	102.7
WFAS-FM	Westchester Broadcasting Corp. White Plains	103.9
WGYN	WGYN, Inc. New York	97.9
WRUN	Rome Sentinel Co. Utica	105.7
WIBX-FM	WIBX, Inc. Utica	96.9

NORTH CAROLINA

WLOS-FM	Skyway Broadcasting Corp. Asheville	104.3
WISE-FM	Radio Station WISE Inc. Asheville	102.5
WBBB-FM	Alamance Broadcasting Co. Inc. Burlington	101.1
WFNS-FM	Burlington Graham Broadcasting Co. Burlington	93.5
WBT-FM	Southeastern Broadcasting Co. Charlotte	99.9
WAYS-FM	Intercity Advertising Co. Charlotte	107.7
WGBR-FM	Eastern Carolina Broadcasting Co. Inc. Goldsboro	93.3
WCTP	Capitol Broadcasting Co. Greensboro	98.7
WGBG-FM	Greensboro Broadcasting Co. Inc. Greensboro	100.3
WMFR-FM	Radio Station WMFR High Point	99.5
WRAL-FM	Capital Broadcasting Co. Inc. Raleigh	101.5
WSTP-FM	Piedmont Broadcasting Corp. Salisbury	106.5
WAIR-FM	WAIR Broadcasting Co. Winston-Salem	93.1
WMIT	Gorden Gray Winston-Salem	106.9
WGTM-FM	Penn Thomas Watson Wilson	106.7

OHIO

WFAH	Review Publishing Co. Alliance	101.7
WATG	Beer & Koehl Ashland	101.3
WCMW-FM	Stark Broadcasting Corp. Canton	94.9
WCTS	The Cincinnati Times Star Co. Cincinnati	101.9
WLWA	The Crosley Corp. Cincinnati	101.1

Call Letters	Licensee—Location	Frequency (mc)
WELD	Radio Ohio, Inc. Columbus	97.1
WFOB	Lawrence W. Harry Fostoria	105.5
WFRO	Robert E. Wolf Co. Fremont	99.3
WCLT	The Advocate Printing Co. Newark	100.3
WSTV-FM	The Valley Broadcasting Co. Steubenville	103.5
WTFM	Jay R. David Tiffin	98.3
WSPD-FM	The Fort Industry Co. Toledo	101.5
WWST-FM	The Wooster Republican Printing Co. Wooster	104.5
WFMJ-FM	WFMJ Broadcasting Co. Youngstown	105.1
WKBN-FM	WKBN Broadcasting Corp. Youngstown	98.9
WVAW	Suburban Broadcasting, Inc. Cheviot	96.7
WSTV-FM	The Valley Broadcasting Co. Steubenville	103.5

OKLAHOMA

KMUS	Muskogee Broadcasting Co. Muskogee	101.5
KBIX-FM	Oklahoma Press Publishing Co. Muskogee	98.5
KOCY-FM	Plaza Court Broadcasting Co. Oklahoma City	94.7
WKY-FM	WKY Radiophone Co. Oklahoma City	98.9
KTOK-FM	KTOK, Inc. Oklahoma City	104.3
KOMA-FM	KOMA, Inc. Oklahoma City	105.9
KTUL-FM	Tulsa Broadcasting Co. Tulsa	97.1
KAKC-FM	Public Radio Corp. Tulsa	95.5
KSEO-FM	Democrat Printing Co. Durant	107.3

OREGON

KGW-FM	Oregonian Publishing Co. Portland	100.3
KPFM	Broadcasters Oregon, Ltd. Portland	97.1
KPPA	Pacific Radio Advertising Service Portland	95.5
KUGN-FM	Valley Broadcasting Co. Eugene	99.1

PENNSYLVANIA

WSAN-FM	Lehigh Valley Broadcasting Co. Allentown	99.9
WFMZ	Penn-Allen Broadcasting Co. Allentown	95.9
WGPA-FM	The Bethlehem Globe Publishing Co. Bethlehem	95.1
WHP-FM	WHP, Inc. Harrisburg	97.3

Call Letters	Licensee—Location	Frequency (mc)
WABX	Harold O. Bishop Harrisburg	100.9
WLAN-FM	Peoples Broadcasting Co. Lancaster	96.9
WGAL-FM	WGAL Inc. Lancaster	101.3
WMCK-FM	Mon-Yough Broadcasting Co. McKeesport	104.9
WPEN-FM	Wm. Penn Broadcasting Co. Philadelphia	98.1
WIP-FM	Penn. Broadcasting Co. Philadelphia	93.3
WCAU-FM	Philadelphia Record Philadelphia	102.9
KYW-FM	Westinghouse Radio Stations Inc. Philadelphia	92.5
WFIL-FM	Triangle Publishing Inc. Philadelphia	102.1
KDKA-FM	Westinghouse Radio Stations Inc. Pittsburgh	92.9
WMOT	WWSW, Inc. Pittsburgh	94.5
WPIC-FM	Sharon Herald Broadcasting Co. Sharon	102.9
WBRE-FM	Louis G. Baltimore Wilkes-Barre	98.5
WIZZ	Scranton-Wilkes-Barre-Pittson Broadcasting Co., Inc. Wilkes-Barre	103.3
WSBA-FM	Susquehanna Broadcasting Co. York	103.3

SOUTH CAROLINA

WCAC	Wilton E. Hall Anderson	101.1
WTMA-FM	Atlantic Coast Broadcasting Co. Charleston	95.1
WSPA-FM	Spartanburg Advertising Co. Spartanburg	98.9
WMRC-FM	Textile Broadcasting Co. Greenville	94.9

TENNESSEE

WOPI-FM	Radiophone Broadcasting Station WOPI, Inc. Bristol	96.9
WAPO-FM	WAPO Broadcasting Service Chattanooga	94.7
WTJS-FM	The Sun Publishing Co. Inc. Jackson	100.7
WROL-FM	S. E. Adcock Knoxville	97.3
WMC-FM	Memphis Publishing Co. Memphis	99.7
WSM-FM	WSM, Inc. Nashville	103.3

TEXAS

KRBC-FM	The Reporter Broadcasting Co. Abilene	96.9
KRIC-FM	KRIC Inc. Beaumont	99.5
WFAA-FM	A. H. Belo Corp. Dallas	97.9
KGBS-FM	Harbenito Broadcasting Co. Inc. Harlingen	94.7
KPRC-FM	The Houston Post Co. Houston	102.9

Call Letters	Licensee—Location	Frequency (mc)
KTRH-FM	KTRH Broadcasting Co. Houston	101.1
KISS	The Walmac Co. San Antonio	99.5
KYFM	Express Publishing Co. San Antonio	101.5
WOAI-FM	Southland Industries Inc. San Antonio	102.5
KCMC-FM	KCMC, Inc. Texarkana	98.1
KGKB-FM	East Texas Broadcasting Co. Tyler	101.5
KTRN	Times Publishing Co. of Wichita Falls Wichita Falls	97.3
	UTAH	
KSL-FM	Radio Service Corp. of Utah Salt Lake City	100.3
KDYL-FM	Intermountain Broadcasting Corp. Salt Lake City	98.7
	VIRGINIA	
WBTM-FM	Piedmont Broadcasting Corp. Danville	97.9
WSVA-FM	Shenandoah Valley Broadcasting Corp. Harrisonburg	100.7
WLVA-FM	Lynchburg Broadcasting Corp. Lynchburg	97.5
WTAR-FM	WTAR Radio Corp. Norfolk	97.3
WSAP-FM	Portsmouth Radio Corp. Portsmouth	99.7
WCOD	Havens & Martin Inc. Richmond	98.1
WINC-FM	Richard Field Lewis Jr. Winchester	92.5
WGH-FM	Hampton Roads Broadcasting Corp. Newport News	96.5
	WASHINGTON	
KWLK-FM	Twin City Broadcasting Corp. Longview	103.9
KING-FM	Western Waves Inc. Seattle	94.9
KRSC-FM	Radio Sales Corp. Seattle	98.1
	WEST VIRGINIA	
WCFC	Beckley Newspapers Corp. Beckley	101.3
WJLS-FM	Joe L. Smith, Jr. Beckley	99.5
WWVA-FM	West Va. Broadcasting Corp. Wheeling	98.7
WHIS-FM	Daily Telegraph Ptg. Co. Bluefield	104.5
WLOG-FM	C. H. Frey & R. O. Greever Logan	103.3
WKWK	Community Broadcasting, Inc. Wheeling	97.3
	WISCONSIN	
WJPG-FM	Green Bay Newspaper Co. Green Bay	101.1
WTMJ-FM	The Journal Co. (The Milwaukee Journal) Milwaukee	93.3
WJMC-FM	WJMC, Inc. Rice Lake	96.3
WDUL	Head of the Lakes Broadcasting Co. Superior	92.3
WBNB	Daily News Publishing Co. Beloit	107.3
WCLO-FM	Gazette Printing Co. Janesville	99.9
WKBH-FM	WKBH, Inc. LaCrosse	93.1

Construction Permits For FM Stations

Granted By The FCC As Of Jan. 1, 1948

ALABAMA

City	Licensee	Frequency (mc)	Power (kw)
ANNISTON	Harry M. Ayers	100.5	19
BIRMINGHAM	Birmingham Broadcasting Co.	102.5	560
BIRMINGHAM	Johnston Broadcasting Co.	104.7	40
BIRMINGHAM	The Birmingham News Co.	93.7	370
BIRMINGHAM	Thomas N. Beach	106.9	276
BIRMINGHAM	Birmingham Broadcasting Co., Inc.	102.5	546
HUNTSVILLE	The Huntsville Times Co., Inc.	95.1	10
MOBILE	Mobile Daily Newspapers, Inc.	107.9	51
MOBILE	Pape Broadcasting Co.	94.9	102
MOBILE	Giddens & Rester	99.9	3
MOBILE	Nunn Broadcasting Corp.	97.5	8.8
MONTGOMERY	G. W. Covington, Jr.	94.5	15.5
MONTGOMERY	Dixie Broadcasting Co.	107.5	6
TUSCALOOSA	James R. Doss, Jr.	101.3	3.2

ARIZONA

PHOENIX	Sun Country Broadcasting Co.	98.5	8

ARKANSAS

FORT SMITH	Southwestern Hotel Co.	94.9	9
FORT SMITH	Donald W. Reynolds	107.7	140
FORT SMITH	Arkansas-Oklahoma Broadcasting Corp.	102.1	33
FORT SMITH	KWHN Broadcasting Co., Inc.	104.1	43
SILOAM SPRING	KUOA, Inc.	96.5*	2.6

CALIFORNIA

BAKERSFIELD	McClatchy Broadcasting Co.	94.1	9.3
BURBANK	Burbank Broadcasters, Inc.	94.3	0.56
BERKLEY	Central Calif. Broadcasters, Inc.	102.9	6.8
CHICO	Golden Empire Broadcasting Co.	101.1	11
EUREKA	Redwood Broadcasting Co., Inc.	96.3	4.6
FRESNO	KARM, The Geo. Harm Station	101.9	24.5
FRESNO	Tulare-Kings Counties Radio Associates	99.5	3.2
HOLLYWOOD	Columbia Broadcasting System, Inc.	93.1	297
LONG BEACH	The Cerrites Broadcasting Co.	103.1	0.32
LOS ANGELES	Cannon & Callister, Inc.	105.1	36
LOS ANGELES	American Broadcasting Co., Inc.	95.5	290
LOS ANGELES	Los Angeles Broadcasting Co., Inc.	104.3	270
LOS ANGELES	E. C. Anthony, Inc.	105.9	265
LOS ANGELES	Standard Broadcasting Co.	99.5	14.9
LOS ANGELES	Echo Park Evangelistic Assn.	97.1	58
LOS ANGELES	Metro-Goldwyn-Mayer Studios, Inc.	98.7	49
LOS ANGELES	KMPC, The Station of the Stars, Inc.	100.3	460
LOS ANGELES	Consolidated Broadcasting Corp., Ltd.	101.9	10.5
LOS ANGELES	The Times Mirror Co.	103.5	165
LOS ANGELES	Unity Broadcasting Corp. of Calif.	94.7	44

City	Licensee	Frequency (mc)	Power (kw)
MARYSVILLE	Sacramento Valley Broadcasters	101.5	38
MARYSVILLE	Marysville-Yuba City Broadcasters, Inc.	99.9	4.7
MERCED	Merced Broadcasting Co.	97.5	2.9
MODESTO	McClatchy Broadcasting Co.	103.3	3.4
MONTEREY	Monterey Peninsula Broadcasting Co.	94.5	3.4
OAKLAND	Tribune Building Co.	101.3	20
OAKLAND	KROW, Inc.	95.7*	3.6
PASADENA	Southern California Broadcasting Co.	102.7	14.7
REDDING	Golden Empire Broadcasting Co.	103.9	1
SACRAMENTO	Harmco, Inc.	94.5	12.6
SALINAS	Luther E. Gibson	96.9	9.4
SAN BERNARDINO	The Sun Company of San Bernardino	99.9	6.4
SAN BRUNO	Radio Diablo, Inc.	100.5	250
SAN DIEGO	Airfan Radio Corp. Ltd.	94.1	33
SAN DIEGO	Studebaker Broadcasting Co.	104.7	16
SAN DIEGO	Balboa Radio Corp.	92.5	20
SAN DIEGO	Union Tribune Publishing Company	96.5*	48
SAN FRANCISCO	Pacific Agri. Foundation, Ltd.	103.7	44
SAN FRANCISCO	The Associated Broadcasters Ltd.	98.1	14
SAN FRANCISCO	National Broadcasting Co., Inc.	99.7	45
SAN JOSE	FM Radio & Television Corp.	92.3	340
SAN LUIS OBISPO	The Valley Electric Co.	99.9	16.7
SAN MATEO	San Mateo County Broadcasters	100.9	0.38
SAN MATEO	Amphlett Printing Co.	93.3	70
SANTA ANA	The Voice of the Orange Empire, Inc. Ltd.	96.7	1
SANTA BARBARA	News Press Publishing Co.	98.3	0.38
TURLOCK	Turlock Broadcasting Corp.	100.9	1

CONNECTICUT

DANBURY	The Berkshire Broadcasting Corp.	98.3	0.15
HARTFORD	The Yankee Network, Inc.	102.9	10.2
HARTFORD	The Hartford Times	106.1	5.6
MERIDEN	Silver City Crystal Co.	95.7	7
NEW HAVEN	Elm City Broadcasting Corp.	99.1	20
NEW HAVEN	Connecticut Radio Foundation Inc.	107.9	20
NEW HAVEN	The New Haven Broadcasting Corp.	95.1	20
STAMFORD	The Western Connecticut Broadcasting Corp.	96.7	0.5
WATERBURY	American Republican, Inc.	102.5	10.2

DELAWARE

WILMINGTON	Delaware Broadcasting Co.	99.5	20
WILMINGTON	Port Frere Broadcasting Co., Inc.	107.3	16
WILMINGTON	WDEL, Inc.	93.7	15.3
WILMINGTON	Wilmington-Tri State Broadcasting Co., Inc.	96.1*	20

DISTRICT OF COLUMBIA

WASHINGTON	Theodore Granik	100.3	19
WASHINGTON	The Evening Star Broadcasting Co.	107.3	20
WASHINGTON	Cowles Broadcasting Co.	98.7	20
WASHINGTON	Potomac Broadcasting Cooperative, Inc.	99.5	20
WASHINGTON	Metropolitan Broadcasting Corp.	103.5	20

FLORIDA

FT. LAUDERDALE	Gore Publishing Co.	106.5	9.6
JACKSONVILLE	Florida Broadcasting Company	96.1	20
JACKSONVILLE	Jacksonville Broadcasting Corp.	99.7	36
MIAMI	Paul Brake	101.5	8.5

City	Licensee	Frequency (mc)	Power (kw)
MIAMI	Everglades Broadcasting Co.	99.9	11
MIAMI	The Fort Industry	96.3	27
MIAMI BEACH	WKAT, Incorporated	93.1	306
ORLANDO	Orlando Daily Newspapers, Inc.	96.5	47
ORLANDO	Hazlewood, Inc.	100.3	65
ST. PETERSBURG	Pinellas Broadcasting Co.	102.5	37
TAMPA	The Tribune Co.	93.3	46
WEST PALM BEACH	WJNO, Inc.	98.7	49

GEORGIA

ATHENS	J. K. Patrick Co.	99.5	4.4
ATLANTA	The Constitution Publishing Co.	98.5	20
ATLANTA	Atlanta Journal	104.5	50
ATLANTA	Atlanta Broadcasting Co.	97.5	40.4
ATLANTA	Liberty Broadcasting Corp.	103.3	20
ATLANTA	Wilson and Cope	99.9	49
AUGUSTA	The Augusta Chronical Broadcasting Co.	103.7	15
AUGUSTA	Augusta Broadcasting Co.	105.7	30
CEDARTOWN	Northwest Georgia Broadcasting Company	96.1*	5.5
COLUMBUS	Radio Columbus, Inc.	107.9	10.4
DUBLIN	Dublin Broadcasting Co.	98.1	2.5
LA GRANGE	La Grange Broadcasting Co.	104.1	5.1
MACON	Macon Broadcasting Co.	96.9	41
MOULTRIE	John F. Pidcock	103.5	14
SAVANNAH	Carter C. Peterson	95.5	7.1
VALDOSTA	E. D. Rivers	92.5	7

IDAHO

TWIN FALLS	Radio Broadcasting Corp.	99.7	3

ILLINOIS

AURORA	The Copley Press, Inc.	103.9	1
CARDONDALE	Southern Illinois Broadcasting Partnership	100.7	5.9
CHAMPAIGN	The Champaign News-Gazette, Inc.	97.5	27
CHICAGO	Amalgamated Broadcasting System, Inc.	105.9	19
CHICAGO	American Broadcasting Co., Inc.	94.7	15
CHICAGO	Balban & Katz Corp.	96.3	17
CHICAGO	Chicago Federation of Labor	104.3	22
CHICAGO	Drovers Journal Publishing Co.	103.5	12.5
CHICAGO	UWA-CIO Broadcasting Corp. of Ill.	105.1	20
CHICAGO	National Broadcasting Co., Inc.	101.1	25
CHICAGO	Radio Station WGES	93.9	20
CHICAGO	WJJD, Inc.	100.3	17
CHICAGO	Radio Station WSBC	101.9	31
CHICAGO	Radio Station WSBC	101.9	31
ELMWOOD PARK	Elmwood Park Broadcasting Corp.	107.1	0.32
HARRISBURG	Harrisburg Broadcasting Co.	99.9	4.2
HERRIN	Orville W. Lyerla	98.5	20
PEORIA	Mid-State Broadcasting Co.	96.5	10
PEORIA	Central Illinois Radio Corp.	94.1	20
PEORIA	Illinois Valley Broadcasting Co.	95.7	51
PEORIA	West Central Broadcasting Co.	93.3	20
QUINCY	Lee Broadcasting Co.	99.5	53
ROCKFORD	Rockford Broadcasters, Inc.	97.5	44
ROCK ISLAND	Rock Island Broadcasting Co.	98.9	36.6
SPRINGFIELD	WTAX, Inc.	103.7	6.7
WAUKEGAN	Keystone Printing Service, Inc.	106.7	12

INDIANA

City	Licensee	Frequency (mc)	Power (kw)
CONNERSVILLE	News-Examiner Co.	100.3	7.7
ELKHART	Truth Publishing Co., Inc.	100.7	21.6
EVANSVILLE	Tri-State Broadcasting Corp.	102.5	20
FT. WAYNE	Ft. Wayne Broadcasting, Inc.	103.7	10
FT. WAYNE	Farnsworth Television & Radio Corp.	105.3	20
FT. WAYNE	Nortneastern Indiana Broadcasting Co., Inc.	106.1	24
HAMMOND	South Shore Broadcasting Corp.	92.3	20
HAMMOND	The William H. Block Co.	97.1	19.5
HAMMOND	Scripps-Howard Radio, Inc.	93.1	20
HAMMOND	Indiana Broadcasting Corp.	95.5	20
HAMMOND	Capitol Broadcasting Corp.	98.7	20
HAMMOND	Indianapolis Broadcasting, Inc.	92.3	20
HAMMOND	Universal Broadcasting Co.	96.3	20
HAMMOND	WFBM, Inc.	97.9	20
KOKOMO	Kokomo Broadcasting Corp.	99.9	31
LAFAYETTE	WFAM, Inc.	95.1	12
MUNCIE	Donald A. Burton	104.1	8.6
SHELBYVILLE	Shelbyville Radio, Inc.	101.3	5
TERRE HAUTE	Wabash Valley Broadcasting Corp.	99.9	20
TERRE HAUTE	Banks of the Wabash, Inc.	101.1	20

IOWA

CEDAR RAPIDS	The Gazette Company	96.9	48
CLINTON	Clinton Broadcasting Co.	96.1	10
DAVENPORT	Tri-City Broadcasting Co.	103.7	47
DES MOINES	Independent Broadcasting Co.	98.5	20
DAVENPORT	Murphy Broadcasting Co.	97.3	154
DAVENPORT	Cowels Broadcasting Co.	104.5	160
DAVENPORT	Central Broadcasting Co.	100.3	134
DUBUQUE	Telegraph-Herald	100.5	180
DUBUQUE	Dubuque Broadcasting Company	103.3	15
MASON CITY	Lee Radio, Inc.	101.1	260
WATERLOO	Josh. Higgins Broadcasting Co.	105.7	540

KANSAS

KANSAS CITY	The KCKN Broadcasting Co.	106.7	20
LAWRENCE	The Wold Co.	105.1	2.5
WICHITA	Wichita Beacon Broadcasting Co.	97.9	48
WICHITA	The Radio Station KFH Co.	100.3	180

KENTUCKY

ASHLAND	Ashland Broadcasting Co.	93.7	4.4
BOWLING GREEN	The Bowling Green Broadcasting Co.	101.1	8.4
LEXINGTON	American Broadcasting Corp.	94.5*	3
LOUISVILLE	Northside Broadcasting Corp.	100.7	29.8
OWENSBORO	Owensboro Broadcasting Co., Inc.	92.5	20
OWENSBORO	Owensboro on the Air, Inc.	96.1	45
WINCHESTER	Winchester Sun Co., Inc.	100.1	0.77

LOUISIANA

ALEXANDRIA	Alexandria Broadcasting Co., Inc.	96.9	3
NEW ORLEANS	Stephens Broadcasting Co.	105.3	200
NEW ORLEANS	Deep South Broadcasting Corp.	93.7	40
SHREVEPORT	Radio Station KTBS, Inc.	96.5	47
SHREVEPORT	International Broadcasting Corp.	94.5*	43

MAINE

City	Licensee	Frequency (mc)	Power (kw)
BANGOR	Guy Gannett Broadcasting Service	93.1	10.8
LEWISTON	Twin City Broadcasting Co., Inc.	93.9	13
PORTLAND	Guy Gannett Broadcasting Service	101.9	3.6

MARYLAND

ANNAPOLIS	The Capital Broadcasting Co.	99.1	16.6
BALTIMORE	The Monumental Radio Co.	102.7	20
BALTIMORE	Baltimore Broadcasting Corp.	93.1	15
BALTIMORE	Belvedere Broadcasting Corp.	94.7	20
BALTIMORE	The Baltimore Radio Show, Inc.	101.9	20
BALTIMORE	The A. S. Abell Co.	97.9	20
BRADBURY HTS.	Chesapeake Broadcasting Co., Inc.	96.7	0.42
CUMBERLAND	The Tri-State Broadcasting Co.	102.9	2.2
SALISBURY	The Peninsula Broadcasting Co.	97.5	12

MASSACHUSETTS

BOSTON	Columbia Broadcasting Co.	103.3	20
BOSTON	Matheson Radio Co.	94.5	20
BOSTON	Yankee Network, Inc.	98.5	19.5
BOSTON	Unity Broadcasting Corp. of Massachusetts	102.5	20
BOSTON	Templetone Radio Manufacturing Corp.	104.1	20
BOSTON	Massachusetts Broadcasting Company	100.7	20
BROCKTON	Cur-Nan Company	107.1	0.8
BROCKTON	Plymouth County Broadcasting Corp.	106.3	0.8
BROCKTON	Enterprise Publishing Co.	97.7	0.8
CHICOPEE	Regional Broadcasting Co.	100.3	3
FITCHBURG	M. G. Meyers, Et Al	104.7	18
GREENFIELD	John W. Haigis	98.3	1
HAVERHILL	The Haverhill Gazette Co.	92.5	20
HOLYOKE	The Hampden-Hampshire Corp.	93.1	3.5
LAWRENCE	Hildreth & Rogers Co.	93.7	17
LOWELL	Merrimac Broadcasting Co., Inc.	99.5	12.2
NEW BEDFORD	Bay State Broadcasting Co.	97.3	20
NEW BEDFORD	South Eastern Massachusetts Broadcasting Corp.	99.3	0.88
NORTH ADAMS	James A. Hardman	97.5	1
PITTSFIELD	Greylock Broadcasting Co.	101.5	12
PITTSFIELD	Western Massachusetts Broadcasting Co.	94.3	1
SALEM	North Shore Broadcasting Co.	92.1	0.5
SPRINGFIELD	WMAS, Inc.	94.7	3.2
SPRINGFIELD	WSPR, Inc.	97.9	14
SPRINGFIELD	Springfield Broadcasting Co.	101.9	10

MICHIGAN

DEARBORN	Herman Radner	103.9	0.48
DETROIT	WJR, The Good Will Station, Inc.	96.3	24
DETROIT	UAW-CIO Broadcasting Corp. of Michigan	101.9	52
DETROIT	Knight Radio Corp.	95.5	20
DETROIT	King-Trendle Broadcasting Corp.	101.1	23
FLINT	Advertiser Press, Inc.	107.1	0.4
GROSSE POINT	Grosse Point Broadcasting Corporation	98.3	0.5
JACKSON	WIBM, Inc.	92.3	16.0
LANSING	WJIM, Inc.	97.5	53
MUSKEGON	Ashbacker Radio Corp.	106.5	49
OWOSSO	The Argus Press Co.	103.1	1
PONTIAC	WCAR, Inc.	103.5	20
PORT HURON	The Times Herald Co.	99.1	22
ROYAL OAK	Royal Oak Broadcasting Co.	104.3	18.4

MINNESOTA

City	Licensee	Frequency (mc)	Power (kw)
MANKATO	Southern Minnesota Supply Co.	103.5	47
MINNEAPOLIS	ndependent Merchants Broadcasting Co.	101.3	34
ST. CLOUD	The Times Publishing Co.	104.7	50
ST. PAUL	WMIN Broadcasting Co.	99.5	65
WINONA	Winona Radio Service	97.5	55

MISSISSIPPI

JACKSON	Lamar Life Insurance Co.	102.9	100

MISSOURI

CAPE GIRARDEAU	Oscar C. Hirsch	101.3	2.5
JEFFERSON CITY	Capital Broadcasting Co.	98.5	9.7
KANSAS CITY	WHB Broadcasting Co.	102.1	46
KANSAS CITY	KCMO Broadcasting Co.	94.9	54
ST. JOSEPH	KFEQ, Inc.	92.3	63
ST. LOUIS	The Pulitzer Publishing Co.	96.1	34
ST. LOUIS	Globe Democrat Publishing Co.	98.1	218
ST. LOUIS	Unity Broadcasting Corp. of Missouri	106.7	40
SPRINGFIELD	Springfield Broadcasting Co.	92.9	50

NEBRASKA

LINCOLN	Cornbelt Broadcasting Co.	102.9	22
OMAHA	Inland Broadcasting Co.	98.7	330
OMAHA	Radio Station WOW, Inc.	99.9	42

NEVADA

LAS VEGAS	Nevada Broadcasting Co.	103.9	0.33
RENO	Saviers Electrical Products Co.	103.9	0.76
RENO	Reno Newspapers, Inc.	95.5	10

NEW HAMPSHIRE

MANCHESTER	The Radio Voice of New Hampshire	95.7*	3.3
MANCHESTER	Harry M. Bitner	101.1	3.4
PORTSMOUTH	WHEB, Inc.	107.3	20

NEW JERSEY

ASBURY PARK	Asbury Park Press, Inc.	94.3	1
ATLANTIC CITY	Neptune Broadcasting Corp.	98.5	15.5
BRIDGETON	Eastern States Broadcasting Corp.	98.9	20
ELIZABETH	Radio Elizabeth, Inc.	96.7	1
NEWARK	Fidelity Media Broadcasting Corp.	103.1	0.36
NEW BRUNSWICK	Home News Publishing Co.	93.5	0.58
PATERSON	The Passiac Daily News	107.1	0.19
TRENTON	Mercer Broadcasting Co.	97.5	11.3

NEW YORK

ALBANY	Hudson Valley Broadcasting Co., Inc.	93.9	2.1
ALBANY	Champlain Valley Broadcasting Corp.	95.9	5.3
BINGHAMTON	Binghamton Press Co., Inc.	98.1	20
BUFFALO	Greater Erie Broadcasting Co.	104.1	20

City	Licensee	Frequency (mc)	Power (kw)
CORAM	Suffolk Broadcasting Corp.	103.1	0.34
JAMESTOWN	James Broadcasting Co., Inc.	93.3	9.5
KINGSTON	Kingston Broadcasting Corp.	94.9	0.11
LOCKPORT	Lockport Union Sun & Journal Co., Inc.	99.3	0.34
MASSENA	The Brockway Company	105.3	5
MT. VERNON	Hudson Broadcasting System, Inc.	106.3	0.3
NEW ROCHELLE	New Rochelle Broadcasting Service, Inc.	93.5	1
OGDENSBURG	St. Lawrence Broadcasting Corp.	106.1	13.7
ONEONTA	Oneonta Star, Inc.	99.1	4.2
OSWEGO	Palladium-Times, Inc.	104.7	3
POUGHKEEPSIE	Poughkeepsie Newspapers, Inc.	104.7	2.3
ROME	Copper City Broadcasting Corp.	95.7	32
SYRACUSE	Syracuse Broadcasting Corp.	102.5	8.5
SYRACUSE	Radio Projects, Inc.	107.3	8.5
SYRACUSE	Civic Broadcasting Corp.	104.1	8.5
TROY	The Troy Record Co.	92.3	13
UTICA	Utica Observer-Dispatch, Inc.	103.3	8.5
WATERTOWN	The Brockway Co.	100.5	14.4

NORTH CAROLINA

AHOSKIE	Parker Brothers, Inc.	101.9	42
ASHEVILLE	Radio Asheville	101.5	16.2
CHARLOTTE	Surety Broadcasting Co.	104.7	50
CHARLOTTE	Radio Station WSCC, Inc.	103.5	38
CONCORD	Wayne M. Nelson	96.5	3.8
DURHAM	Durham Radio Corp.	105.1	36
FAYETTEVILLE	Cape Fear Broadcasting Co.	98.1	12
GASTONIA	T. C. Todd	101.9	11.1
GREENSBORO	Greensboro News Co.	97.3	23
GREENSBORO	North Carolina Broadcasting Co.	92.3	14
HICKORY	Catawba Valley Broadcasting Co., Inc.	102.9	180
MORGANTOWN	Beatrice Cobb	94.3	0.88
HIGH POINT	High Point Enterprise, Inc.	95.5	37
NEW BERN	Coastal Broadcasting Co.	103.7	2.9
RALEIGH	The News & Observer Publishing Co.	96.1*	25
ROANOKE RAPIDS	WCBT, Inc.	98.5	10
ROCKY MOUNT	Josh L. Horne	100.7	33
WASHINGTON	Tar Heel Broadcasting System	102.9	29
WILMINGTON	Wilmington Star-News Co.	93.9	37
WILMINGTON	Richard Austin Dunlea	96.3	13
WINSTON SALEM	Piedmont Publishing Co.	104.1	48

NORTH DAKOTA

FARGO	KVOX Broadcasting Co.	99.9	8.5

OHIO

ASHTABULA	WICA, Inc.	103.7	48
ATHENS	The Messenger Publishing Co.	107.3	16.5
BELLAIRE	Tri-City Broadcasting Co.	100.5	20
CANTON	P. C. Wilson	92.5	14
CANTON	Ohio Broadcasting Co.	94.1	25
CINCINNATI	Buckeye Broadcasting Co.	102.7	16
CLEVELAND HEIGHTS	Samuel R. Sague	95.3	1
COLUMBUS	United Broadcasting Co.	98.7	26
COLUMBUS	The Pixley's	92.3	33
COLUMBUS	The Crosley Corp.	96.3	17
DOVER	The Tuscora Broadcasting Co.	107.1	0.7
FINDLAY	Findlay Radio Co.	100.5	8.2

City	Licensee	Frequency (mc)	Power (kw)
HAMILTON	The Ft. Hamilton Broadcasting Co.	103.5	8.7
LAKEWOOD	United Garage & Service Corp.	100.1	0.25
LIMA	Northwestern Ohio Broadcasting Co.	102.1	20
MARION	The Marion Broadcasting Co.	106.9	2.3
PORTSMOUTH	The Scioto Broadcasting Co.	104.1	7
RAVENNA	Record Publishing Co.	92.1	1
SPRINGFIELD	Champion City Broadcasting Co.	103.9	
TOLEDO	Ohio-Michigan Broadcasting Corp.	107.9	20
TOLEDO	Community Broadcasting Co.	104.7	20
WARREN	Nied & Stevens	107.9	3.2

OKLAHOMA

ARDMORE	John F. Easley	93.7	8.2
OKLAHOMA CITY	Sooner Broadcasting Co.	101.9	33
OKMULGEE	Donald W. Reynolds	93.5	0.41
SHAWNEE	KGFF Broadcasting Co.	97.5	7.8
STILLWATER	Stillwater Publishing Co.	93.9	3.1
TULSA	Fred Jones Broadcasting Co.	98.1	34
TULSA	West Central Broadcasting Co.	99.5	185

OREGON

ALBANY	Central Wilamette Broadcasting Co.	101.7	0.71
ASHLAND	Siskiyou Broadcasting Co.	103.1	0.27
GRANTS PASS	Southern Oregon Broadcasting Company	96.9	2.2
MEDFORD	Medford Printing Co.	93.7	4.3
PORTLAND	KALE, Inc.	98.7	220
PORTLAND	Westinghouse Radio Stations, Inc.	92.3	56
PORTLAND	KOIN, Inc.	101.1	210
PORTLAND	KXL Broadcasters	103.5	39.9

PENNSYLVANIA

ALLENTOWN	Allentown Broadcasting Co.	100.7	9
ALTOONA	The Gable Broadcasting Co.	103.7	3.9
BETHLEHEM	Associated Broadcasters, Inc.	107.9	16
BRADFORD	Bradford Publications, Inc.	97.5	2.7
BUTLER	Butler Broadcasting Co., Inc.	97.7	0.56
CLEARFIELD	Airplane & Marine Instruments Co.	99.1	7.4
DU BOIS	Tri-County Broadcasting Co., Inc.	102.1	6
EASTON	Easton Publishing Co.	98.3	1
ERIE	WLEU Broadcasting Corp.	97.9	20
JOHNSTOWN	WJAC, Inc.	95.5	2.2
JOHNSTOWN	Central Broadcasting Co., Inc.	105.3	14
LEWISTON	Lewiston Broadcasting Co.	97.9	2.25
MEADSVILLE	H. C. Winslow	100.3	3.5
NEW CASTLE	WKST, Inc.	101.1	9.2
OIL CITY	The Derrick Publishing Co.	98.5	20
OIL CITY	Kenneth Edward Rennekamp	105.9	6.5
PHILADELPHIA	Seaboard Radio Broadcasting Corp.	94.1	17
PHILADELPHIA	Unity Broadcasting Corp. of Pennsylvania	103.7	20
PHILADELPHIA	Independence Broadcasting Co.	105.3	20
PHILADELPHIA	Franklin Broadcasting Corp.	106.1	20
PHILADELPHIA	Junto, Inc.	91.7	20
PITTSBURGH	WCAE, Inc.	96.1*	12
PITTSBURGH	Allegheny Broadcasting Corp.	98.1	20
PITTSBURGH	West Virginia Radio Corp.	93.7	20
PITTSBURGH	Pittsburgh Radio Supply	99.7	20
PITTSBURGH	Liberty Broadcasting Co.	101.5	20
POTTSVILLE	Pottsville Broadcasting Co.	101.9	2.8

City	Licensee	Frequency (mc)	Power (kw)
POTTSVILLE	Miners Broadcasting Service	95.5	5.1
READING	Hawley Broadcasting Co.	92.9	9
SCRANTON	Scranton Broadcasters, Inc.	101.3	7.5
SCRANTON	Union Broadcasting Co.	105.7	6
SCRANTON	The Scranton Times	92.3	7.2
SCRANTON	Sumit Corp.	93.7	3
SUNBURY	Sunbury Broadcasting Corp.	94.1	4.4
UNIONTOWN	Fayette Broadcasting Corp.	105.7	1.5
UNIONTOWN	Uniontown Newspapers, Inc.	106.5	1.1
WILLIAMSPORT	WRAK, Inc.	100.3	3.2
YORK	White Rose Broadcasting Co.	98.5	8

PUERTO RICO

SAN JUAN	Radio Americas Corp.	97.7	0.33

RHODE ISLAND

PAWTUCKET	Pawtucket Broadcasting Co.	101.5	20
PROVIDENCE	The Outlet Co.	95.5	20
PROVIDENCE	Cherry and Webb Broadcasting Co.	92.3	20
PROVIDENCE	The Yankee Network, Inc.	94.1	19.8
PROVIDENCE	Colonial Broadcasting Co.	107.7	7.7

SOUTH CAROLINA

CHARLESTON	John M. Rivers	96.9	36
COLUMBIA	Surety Life Insurance Co.	94.5	150
GREENVILLE	The Greenville News Piedmont Co.	93.7	160
GREENWOOD	Grenco, Inc.	95.7	6.5
LANCASTER	Lancaster Broadcasting Co.	107.3	9.4
SPARTANBURG	Spartan Radiocasting Co.	100.5	14

TENNESSEE

CHATTANOOGA	WDOD Broadcasting Co.	96.5	42
CHATTANOOGA	Unity Broadcasting Corp. of Tennessee	98.1	4.2
CHATTANOOGA	Tennessee Valley Broadcasting Co.	101.1	37
CLARKSVILLE	Leaf Chronicale Co.	106.7	3.1
CLARKSVILLE	Campbell & Sheftall	101.9	2.1
FT. WORTH	Lone Star Broadcasting Co.	105.3	15
JACKSON	Jackson Broadcasting Co.	104.7	12
JOHNSON CITY	WJHL, Inc.	100.7	9.7
KINGSPORT	Kingsport Broadcasting Co., Inc.	98.5	44
KNOXVILLE	Knoxville Publishing Co.	93.3	20
MEMPHIS	WMPS, Inc.	97.9	186
MEMPHIS	WHHM Broadcasting Co.	106.9	49
MEMPHIS	Radio Broadcasters, Inc.	97.1	37
NASHVILLE	WSIX Broadcasting Station	97.5	65

TEXAS

AMERILLO	Plains Radio Broadcasting Co.	104.3	50.4
AMERILLO	Amarillo Broadcasting Corp.	100.3	3.2
DALLAS	KRLD Radio Corp.	92.5	46
DALLAS	Variety Broadcasting Co., Inc.	104.5	34
DENTON	Harwell V. Shepard	106.1	3.1
EDINBURG	James C. Looney	104.9	0.69
FORT WORTH	Cater Publishing, Inc.	100.5	50
GALVESTON	The KLUF Broadcasting Co., Inc.	98.7	9.2
GOOSE CREEK	Tri-Cities Broadcasting Co.	92.1	1

City	Licensee	Frequency (mc)	Power (kw)
HOUSTON	Lee Segal Broadcasting Co.	105.1	46
HOUSTON	Harris County Broadcasting Co., Inc.	96.5	177
LONGVIEW	R. G. LeTourneau	105.9	9.1
LUBBOCK	Plains Radio Broadcasting Co.	99.5	13
LUFKIN	Darrell E. Yates	95.5	2.9
SAN ANGELO	KGKL, Inc.	94.5	3.3
SAN ANTONIO	Southern Broadcasting Corp.	98.1	200
SAN ANTONIO	Sunshine Broadcasting Co.	104.1	250
SAN ANTONIO	Mission Broadcasting Co.	92.9	48
TEMPLE	Bell Broadcasting Co., Inc.	107.5	7
VERNON	Northwestern Broadcasting Co.	98.7	8
WICHITA FALLS	Texoma Broadcasting Co.	94.1	9.5
WICHITA FALLS	Wichita Broadcasters	99.9	9.7

VERMONT

RUTHLAND	Philip Weiss Music Co.	107.1	0.1

VIRGINIA

FRONT ROYAL	Hoyle Barton Long	95.1	16
LYNCHBURG	Old Dominion Broadcasting Corp.	107.9	20
NORFOLK	Larus & Bros. Co., Inc.	102.5	6
PORTSMOUTH	The Portsmouth Star Publishing Corp.	98.9	32
RICHMOND	Larus & Bros. Co., Inc.	94.5	25
RICHMOND	Lee Broadcasting Corp.	102.9	21
RICHMOND	Richmond Radio Corp.	102.1	43.7
ROANOKE	Times World Corp.	94.9	11.8
ROANOKE	Radio Roanoke, Inc.	103.7	3
ROANOKE	Roanoke Broadcasting Corp.	99.1	4.7
SUFFOLK	Suffolk Broadcasting Corp.		

WASHINGTON

SEATTLE	Queen City Broadcasting Co., Inc.	100.7	7.7
SEATTLE	Fishers Blend Station, Inc.	98.9	4.5

WEST VIRGINIA

HUNTINGTON	Greater Huntington Radio Corp.	100.5	53
HUNTINGTON	Huntington Broadcasting Corp.	102.5	38
MORGANTOWN	West Virginia Radio Corp.	99.3	1

WISCONSIN

GREEN BAY	WHBY, Inc.	102.5	14
GREENFIELD	William C. Forrest	94.9	37
MARSHFIELD	Dairyland's Broadcasting Service, Inc.	103.9	1
MILWAUKEE	Milwaukee Broadcasting Co.	94.1	35
MILWAUKEE	Midwest Broadcasting Co.	102.1	31
MILWAUKEE	Hearst Radio, Inc.	102.9	310
NEENAH	Neenah-Menasha B/cg Co.	98.5	9.4
OSHKOSH	Oshkosh Broadcasting Co.	92.9	3.5
RACINE	Racine Broadcasting Corp.	100.7	15
SHEBOYGAN	WHBL, Inc.	100.3	15
WAUSAU	Record Herald Co.	97.9	6.5
WAUSAU	The Journal Co.	95.5	46
WISCONSIN RAPIDS	William H. Huffman	103.3	2.1

WYOMING

CHEYENNE	Frontier Broadcasting Co.	101.1	9.5

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TUBE INDUSTRY OUTLOOK

By C. J. HARRISON, *Sales Mgr., Tube Div., Federal Telephone and Radio Corp.*

GOING to the top of a convenient hill for the long view, the past year's activities in the American vacuum tube industry look pretty good. The picture yields a panorama of new achievement in tube design, the development of new production techniques, and an acceleration in high powered tube sales which refutes completely the contentions of those prophets of gloom and sales recession who held the stage only 12 months ago. The signs are most encouraging.

At the close of hostilities the tube industry, long geared to a war-time production, was not prepared to meet the sudden over-night demand for tubes suitable for FM. There was a grand industrial stampede. Everywhere, manufacturers scampered about to get into quick production with FM tubes. These tubes, of course, are now available, and the market affords FM types which are entirely satisfactory up to 10 KW output, and 50,000 wattage also is being obtained by using small tubes in multiples. However, a great development work got underway during the past year to achieve a suitable FM tube of 50 KW. A great deal has been accomplished in the industry, although no FM tubes of this rating have been announced up to this writing.

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Here in Federal Telephone and Radio Corporation, manufacturing subsidiary of the International Telephone and Telegraph Corporation, we of the Tube Division are interested primarily in the design and production of the larger types of industrial and power tubes, including FM. Naturally, such specializing or concentration narrows the activity to some six of the larger producers in the industry. Speaking for ourselves, and with particular regard for the field of FM, Federal triodes are actually exceeding their exacting specifications in performance on the job. The tubes have been subjected to rigorous and exhaustive development tests for permanence of characteristics, overload capacity and durability. We are recommending the air-cooled triodes of 3,000 and 10,000 watts per pair at 88 to 108 megacycles. So much for FM.

In AM the biggest news relates to the industry's new triodes for 50 KW transmitters, with the thoriated tungsten filaments, featuring lower filament power, lower hum level and longer service life. Rated conservatively, such tubes have the electrical and structural design to withstand overloads.

In tube manufacture the seemingly smallest details are a big factor in achieving a lasting performance. Most vacuum tubes, designed for a given job, look much alike. Still, there is a difference. It may be a difference of no more than a hundredth of one percent in the purity of certain raw materials used, or the difference of a few thousandths of an inch on the spacing of internal elements. Yet these ordinarily unseen details mean much in terms of tube life and performance, and "Watch the Details" is fast becoming the standard shop slogan of the industry.

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As an old line tube company, Federal, now in its 39th year, naturally takes a deep interest in new developments in the business, particularly in the direction of the industry's improvement and welfare. Although the idea itself is not precisely new, relatively, it is a new departure in the tube manufacturing business. I am speaking of the merging of many of the objectives of NEMA and the RMA. The two associations have created a round-table known as the Joint Electron Tube Engineering Council which is composed of representative engineers and technicians from the memberships of both organizations. The aim largely is to develop and establish product standards for the vacuum tube industry, and eliminate duplication of effort. To achieve these objectives will greatly benefit both the industry and the tube user. One highly beneficial result has been the data sheet wherein the member manufacturers agree to certain sets of tube specifications and electrical characteristics, guaranteeing the interchangeability of specific tube types irrespective of the manufacturing source, a very definite advantage to the tube user, and enabling the manufacturers to avoid the confusion and chaos of an earlier day.

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The American tube industry is on the march, continuing its effort to perfect new manufacturing techniques, to make a better product. Broadcast stations are obtaining tubes of longer service life and at much lower costs. The outlook is bright for a big tube sales year ahead.

HOW TO APPLY FOR A FCC LICENSE

Official FCC Procedure for AM, FM and Tele Licenses

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice."

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or television broadcast.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular

(Continued on Next Page)

area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate 3500 Class A stations (community) and 1500 Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community" and "rural" service.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in wriing on a form supplied by the Commission (Form 301, "Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM and Television broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

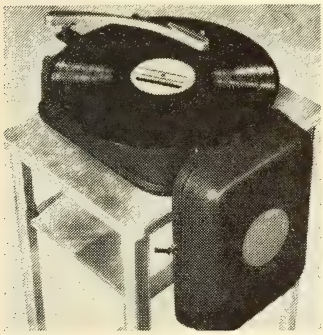
Applications are, in turn, studied by the Commission's Engineering, Law and Accounting Department which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applicants subject to their filing, within 90 days, of engineering details concerning their proposed operation. If these technical requirements are met, a construction permit is issued. FM and television stations are permitted interim operation with less than the prescribed power.

All construction authorizations are subject to approval of the transmitter site and antenna system by the Civil Aeronautics Administration in the interests of safety to air navigation.

(Please See Page 1138)



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Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applications request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designed in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In the event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved may file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction, the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days, or any extension thereof. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Standard broadcast stations are licensed for the statutory limit of three years; FM and television stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

In the event that a construction permit has expired, reinstatement may be sought on Form 321 ("Application for Construction Permit to Replace Expired Permit").

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

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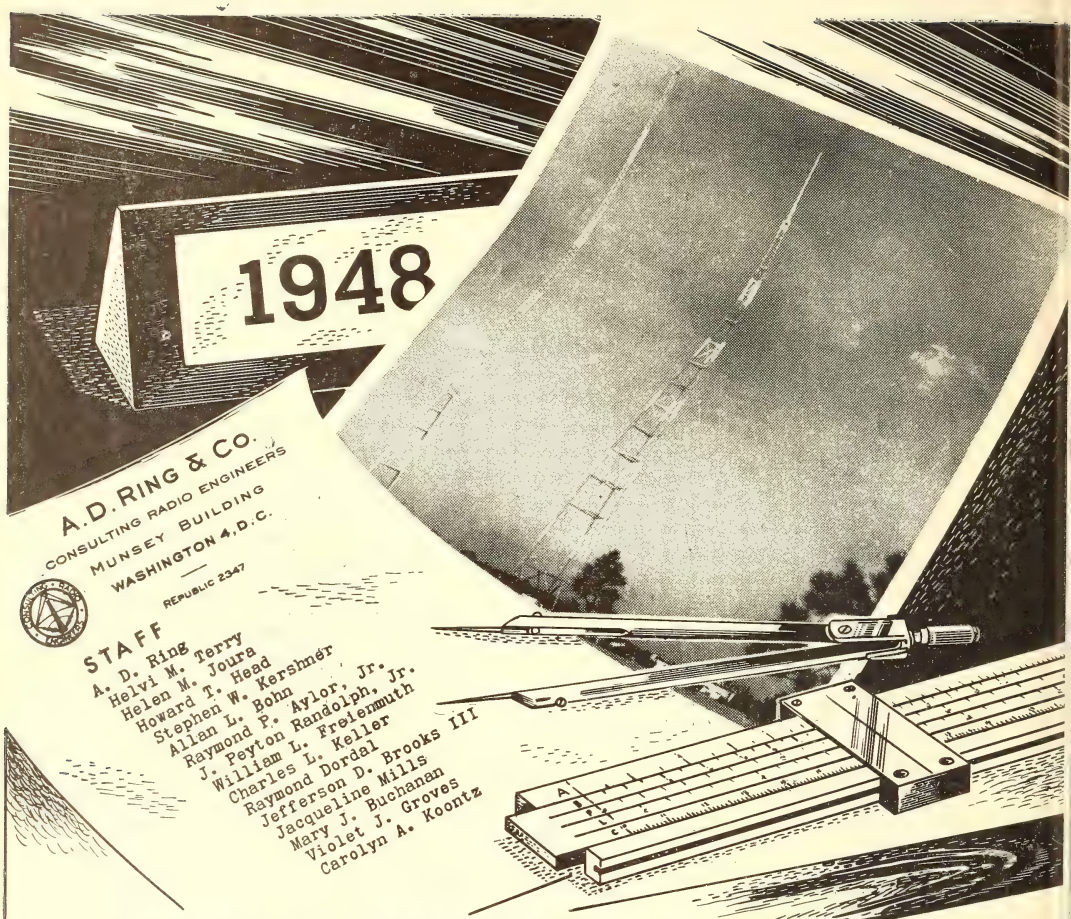

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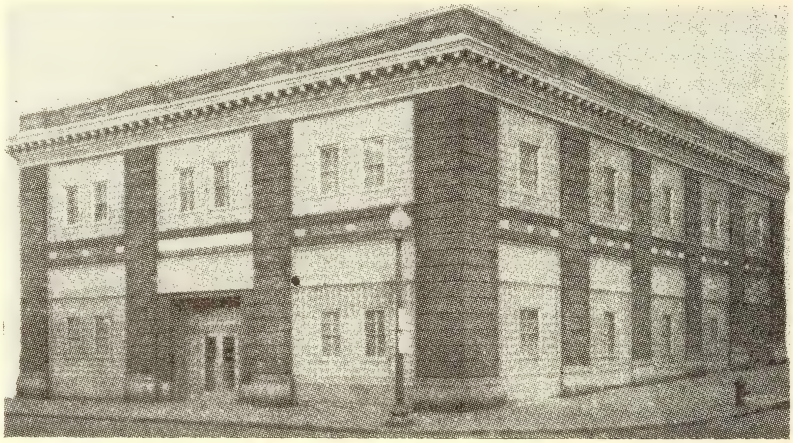

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Whatley, James W.....WRFS, Alexander City
Bishop, J. Dige.....WCTA, Andalusia
Hudson, James A.....WHMA, Anniston
Watson, Raymond.....WOOB, Anniston
Evans, James L.....WAPI, Birmingham
Hamann, G. P.....WBRC, Birmingham
Hawkins, Stanley L.....WKAX, Birmingham
Sanderson, J. V.....WSGN, Birmingham
Herman, Charles.....WEBJ, Brewton
Carter, Lester.....WKLF, Clanton
Roser, J. V.....WMSL, Decatur
Swicegood, Jess.....WDIG, Dothan
McKinney, Maurice E.....WJOI, Florence
Miller, James C.....WMFT, Florence
Williams, H. D.....WGAD, Gadsden
Letson, Andrew B.....WGNH, Gadsden
Townsend, John.....WGWD, Gadsden
Pigg, William.....WJBY, Gadsden
Harris, Bill.....WBHP, Huntsville
Mickle, F. L.....WFUN, Huntsville
Sanderson, James V.....WHBS, Huntsville
Copeland, Jack.....WWWB, Jasper
Miller, Gene.....WKAB, Mobile
Cole, Richard M.....WKRG, Mobile
Helt, Sanford.....WMOB, Mobile
Ussery, Paul.....WAPX, Montgomery
Weatherly, W. D.....WCOV, Montgomery
McMoren, Lynn.....WLAY, Muscle Shoals
Lamar, John D.....WMGY, Montgomery
Shelkofsky, Cliff.....WSFA, Montgomery
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Townshend, John.....WGWC, Selma
Kelly, T. F. Jr.....WHBB, Selma
Cobble, J. G.....WJRD, Tuscaloosa
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Gilchrist, Joe W.....WTBF, Troy
Todd, T. H.....WTBC, Tuscaloosa

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Karbach, David C.....KSUN, Bisbee
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Breeding, Charles.....KRUX, Glendale-Phoenix
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Harrison, Bill.....KTYL, Mesa
Ford, Owen J.....KOOL, Phoenix
Miller, Clifford.....KOY, Phoenix
Kirby, Selwyn.....KPHO, Phoenix
Anderson, A. C.....KTAR, Phoenix
Eitel, George.....KYCA, Prescott
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Halpern, Louis.....WOPO, Tucson
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Wilson, Tom.....KFWC, Hot Springs
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Dillaplain, Vernon.....KWEM, West Memphis

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Blieser, Carl.....WREN, Topeka
Heithecker, Ted.....KANS, Wichita
Pyle, K. W.....KFBI, Wichita
Dadisman, Amos.....KFH, Wichita

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Helt, Sanford.....WLAP, Lexington
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Turner, James Ray.....WNGO, Mayfield
Goodaker, Leslie.....WOMI, Owensboro
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Carlson, L. J.....KENT, Shreveport
Hargrove, H. H.....KRMD, Shreveport
Maddox, C. H.....KTBS, Shreveport
Anthony, W. E.....KWKH, Shreveport

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Maine

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Dinsmore, Harold.....WRDO, Augusta
Dickson, Walter.....WARI, Bangor
Hodgkins, Roger W.....WGUY, Bangor
Velardi, Stephen.....WJOR, Bangor
Wibby, John H.....WLBZ, Bangor
Mason, Donald.....WCOU, Lewiston
Crandon, G. Fred.....WCSH, Portland
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Sutherland, Donald H.....WTVL, Waterville

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Griscomb, Joseph.....WASL, Annapolis
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Duncan, Richard D.....WBAL, Baltimore
Houston, G. Porter.....WCBM, Baltimore
Ranft, William Q.....WFBR, Baltimore
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Hale, Roland C. . . . . WCOP, Boston
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Knight, Quincy .....WMID, Atlantic City
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Carmen, W. H. .....KVER, Albuquerque
Jones, Burney .....KSVP, Artesia
Sene, William .....KAVE, Carlsbad
Hughes, Vernon .....KICA, Clovia
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Shirk, Reginald H. .....KCHS, Hot Springs
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Todd, Jack W. .....KTNM, Tucumcari

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Kelley, A. A. .....WINR, Binghamton
Hallinan, Charles .....WKOP, Binghamton
Stantz, L. H. .....WNBF, Binghamton
Kingsley, Ralph J. .....WBEN, Buffalo
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Rauer, DeWaine .....WENT, Gloversville
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Kratzert, Harold J. .....WJTN, Jamestown
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Allison, Earl F. .....WBIG, Greensboro
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Davis, Glen A. .....WCPO, Cincinnati
Wilson, George .....WKRC, Cincinnati
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DeLany, R. H. .....WHK, Cleveland
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Walters, Gilbert .....KFLW, Klamath Falls
Abbott, Walt .....KLBM, LaGrande
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Bookwalter, L. S. .....KOIN, Portland
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Hood, Frank .....KWJJ, Portland
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Loomis, Dwight D. .....KOCO, Salem
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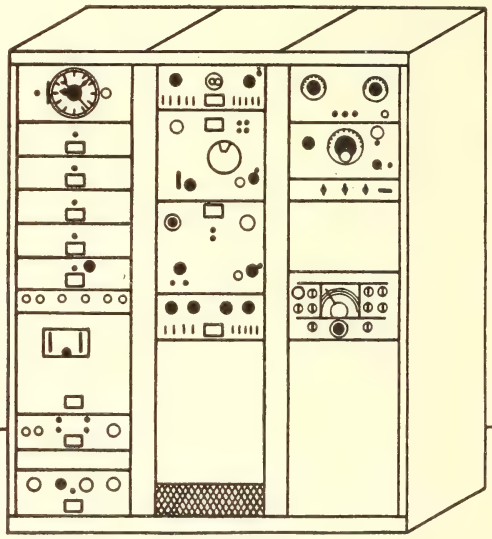
Rex, Paul .....WISR, Butler
Rose, Joseph .....WCHA, Chambersburg
Goodman, Joe J. .....WPWA, Chester

CLAUDE M. GRAY

CONSULTING RADIO ENGINEER

POST OFFICE BOX 602

BIRMINGHAM 1, ALABAMA



FREQUENCY MEASUREMENT SERVICE

AM AND FM

PHONE 2-3570

PRIMARY FREQUENCY STANDARD

Ross, C. W. .....WCVI, Connellsville
Stahl, Vernon .....WCED, Du Bois
Mathiot, J. E. .....WEST, Easton
Cooke, L. W., Jr. .....WERC, Erie
Allen, Lyle L. .....WHJB, Greensburg
Schlegel, H. Glenwood .....WHGB, Harrisburg
Leibensperger, E. Daniel .....WHP, Harrisburg
Mathiot, J. E. .....WKBO, Harrisburg
Tito, Elwood .....WAZL, Hazelton
Hopewell, James H. .....WHUN, Huntingdon
Mihalick, R. F. .....WDAD, Indiana
Coleman, Millard .....WARD, Johnstown
Ackley, Rexford .....WCRO, Johnston
Straub, N. L. .....WJAC, Johnstown
Savage, M. Leonard .....WLBR, Lebanon
Mathiot, J. E. .....WGAL, Lancaster
Love, Robert .....WLAN, Lancaster
Bopp, Edward .....WMRF, Lewiston
Caum, Kenneth B. .....WBPZ, Lock Haven
Hurley, Wilkes .....WEDO, McKeesport
White, Charles .....WMCK, McKeesport
Stout, Hoyt .....WMGW, Meadville
Brewer, William .....WBUD, Morrisville
Emch, Robert .....WKST, New Castle
Neeley, W. W. .....WKPA, New Kensington
Hyzinski, Bernard .....WHWL, Nanticoke
Bisbing, Franklin H. .....WNAR, Norristown
Shenberger, Robert .....WKRZ, Oil City
Eney, Irvin N. .....KYW, Philadelphia
Lewis, George .....WCAU, Philadelphia
Unterberger, Frank W. .....WDAS, Philadelphia
Littlejohn, Louis E. .....WFIL, Philadelphia
Henninger, John H. .....WIBG, Philadelphia
Harris, Clifford C. .....WIP, Philadelphia
Burtis, Charles W. .....WPEN, Philadelphia
Field, John .....WTEL, Philadelphia
Kenney, T. C. .....KDKA, Pittsburgh
Hunt, Robert F. .....KQV, Pittsburgh
Schultz, James .....WCAE, Pittsburgh
McCoy, Walter W. .....WJAS, Pittsburgh
McFarland, James A. .....WPGH, Pittsburgh
Berninger, John .....WPIT, Pittsburgh
Kaiser, Henry R. .....WWSW, Pittsburgh
Hatfield, George I. .....WPAM, Pottsville
Thiel, Julius G. .....KPPA, Pottsville
Schearer, Harold .....WEEU, Reading
McCormack, Joseph E. .....WHUM, Reading
Mathiot, J. E. .....WRAW, Reading
Oschman, A. W. .....WARM, Scranton
Cooke, K. R. .....WGBI, Scranton
Heck, A. C. .....WPIC, Scranton
MacMillan, Malcolm .....WSCR, Scranton
Beman, Douglas I. .....WMAJ, State College
Reinhart, George .....WHAB, Stroudsburg
Keller, John W. .....WKOK, Sunbury
Henzly, William J. .....WMBS, Uniontown
Haines, Homer .....WNAE, Warren
Cooper, Horace E. .....WJPA, Washington
Stenger, John H., Jr. .....WBAX, Wilkes Barre
Sakoski, Charles .....WBRE, Wilkes Barre
French, Ted .....WILK, Wilkes Barre
Sherman, Glen .....WRAK, Williamsport
Mathiot, J. E. .....WORK, York
Eberhart, Woodrow .....WSBA, York

•

Rhode Island

Johnston, Gilbert .....WFCI, Pawtucket
Tilley, Harry .....WEAN, Providence
Philbrook, Carroll .....WHIM, Providence
Prior, Thomas C. J. .....WJAR, Providence
Ferri, John V. .....WPRO, Providence
Drake, James .....WRIB, Providence
Travis, George W. .....WNON, Woonsocket

•

South Carolina

Azar, S. M. .....WAIM, Anderson
Albee, Wilbur R. .....WCSC, Charleston
Modlin, Carlton .....WFAK, Charleston
Birchfield, William .....WHAN, Charleston
Bradham, Douglass M. .....WTHA, Charleston
Lambert, R. D., Jr. .....WCOS, Clumbia
Eidson, Herbert, Jr. .....WIS, Columbia
Hampton, E. E. .....WKIX, Columbia
Hanks, H. L. .....WLAT, Conway
Jenne, Frank A. .....WJMX, Florence
Pritchett, W. A. .....WOLS, Florence
Sparks, Charles M. .....WCRS, Greenwood
Elias, L. W. .....WESC, Greenville
Garrison, William E. .....WFBC, Greenville
Tate, George D. .....WMCR, Greenville
Brienen, Donald A. .....WHSC, Hartsville
Martin, George N. .....WKDK, Newberry
Gunter, Billy .....WRNO, Orangeburg
Beaty, J. S., Jr. .....WRHI, Rock Hill
Burdette, Clyde J. .....WORD, Spartanburg
Beckholt, Harold R. .....WSPA, Spartanburg
Williams, James L. .....WFIG, Sumter

•

South Dakota

Hunt, Delbert T. .....KABR, Aberdeen
Daniels, Eli .....KDSJ, Deadwood
Volkman, Donald .....KIJV, Huron
Dahl, Donald .....KMHK, Mitchell
Hobbs, Charles .....KGFX, Pierre
Griffiths, A. E. .....KOTA, Rapid City
Froke, Lester C. .....KELO, Sioux Falls
Staley, Maxwell F. .....KSOO, Sioux Falls
Graf, Stephen J. .....KUSD, Vermillion
Alwin, Francis .....KWAT, Watertown
Todd, Clifton M. .....WNAX, Yankton

•

Tennessee

Magill, R. R. .....WLAR, Athens
Smith, R. H. .....WCYB, Bristol
Robinson, R. V. .....WOPI, Bristol
Stokely, Charles .....WAGC, Chattanooga
Barnes, B. B. .....WAPO, Chattanooga
Baker, B. C. .....WDEF, Chattanooga
Owens, Roy .....WDOD, Chattanooga
Bailey, John H. .....WJZM, Clarksville
Byerly, Jim .....WBAC, Cleveland
Hobbs, Revis V. .....WKRM, Columbia
Morrow, C. W. .....WBSG, Dyersburg
Bowers, Condon .....WBEJ, Elizabethton
Hampton, Laile .....WGRV, Greeneville
Hargis, Kenneth .....WHBT, Harriman
Gordon, Robert M. .....WTJS, Jackson
Jones, E. B. .....WEBT, Johnson City
Garland, O. K. .....WJHL, Johnson City
Phillips, Thomas, Jr. .....WKPT, Kingsport
Horton, J. Rex .....WBIR, Knoxville
Bass, Claude .....WKGN, Knoxville
Evans, Ray .....WNOX, Knoxville
Andrews, Fred M. .....WROL, Knoxville
Sowell, J. E. .....WJJM, Lewisburg
Haston, Claude .....WMMT, McMinnville
Lamarr, Curtis S .....WGAP, Maryville
Edwards, Frank T .....WDIA, Memphis
Roy, W M .....WHBQ, Memphis
Marsh William .....WHHM, Memphis
Frase, E C., Jr. .....WMC, Memphis
Deaderick, J. G. .....WMPS, Memphis
Wooten, S. D., Jr. .....WREC, Memphis
Snoddy, Glenn .....WGNS, Murfreesboro
Cooney, Marjorie .....WSM, Nashville
Griffin, O. C., Jr. .....WKDA, Nashville
Schuman, Fred Dr. .....WSIX, Nashville
Reynolds, George .....WSM, Nashville, Tenn.
Reynolds, George .....WSM, Nashville
Binns, F. D. .....WLAC, Nashville
Fleet, John .....WATO, Oak Ridge
Steele, Carlos .....WTPR, Paris
Chick, Elton .....WKSR, Pulaski-Lawrenceburg
Thomas, James .....WENK, Union City

•

Texas

Casey, J. B. .....KRBC, Abilene
Mayberry, John H. .....KBKI, Alice
Cecil, Jack .....KVLF, Alpine
Torrey, William H. .....KGNC, Amarillo
Lewis, James E. .....KNOW, Austin
Yeagley, Frank W. .....KTBC, Austin
Yeagley, Frank .....KVET, Austin

Woods, Frank .....KIOX, Bay City
Murdock, R. H. .....KPBX, Beaumont
Nelin, Cecil .....KNEL, Brady
Kreiger, Herman .....KHUZ, Borger
Sanders, Lawrence .....KFDM, Beaumont
Easterwood, M. J., Jr. .....KRIC, Beaumont
Jones, Andrew .....KBST, Big Spring
Dutton, Leonard .....KVAL, Brownsville
Stewart, A. W. .....KBWD, Brownwood
Christensen, Hal S. .....KCTX, Childress
Marti, George W. .....KCLE, Cleburne
Sosolik, Frank J. .....WTAW, College Station
Griffith, Harold.....KEYS, Corpus Christi
Gilliland, Ted.....KRIS, Corpus Christi
Whitiker, Troy.....KSIX, Corpus Christi
Cuesta, Nestor.....KWBU, Corpus Christi
Hellums, E. R.....KAND, Corsicana
Tripp, Bob .....KIXL, Dallas
Callison, Glenn .....KLIF, Dallas
Flynn,, Roy M. .....KRLD, Dallas
Ming, Morris M. .....KSKY, Dallas
Collins, Raymond .....WFAA, Dallas
Tucker, Durward J. .....WRR, Dallas
Chase, Warren .....KURV, Edinburg
Neil, Jesse M., Jr. .....KELP, El Paso
Talbott, Edward P. .....KROD, El Paso
Walton, Kenneth J. .....KTSM, El Paso
Kimzey, Truett .....KFJZ, Fort Worth
Parsons, Melvin .....KWBC, Fort Worth
Crouse, John R. .....KXOL, Fort Worth
Stinson, R. C. .....WBAP, Fort Worth
Kidd, T. L. .....KNAF, Fredericksburg
Clyce, Tom E. .....KGVL, Greenville
Porter, W. O. .....KGBS, Harlingen
Webb, John O. ..... KATL, Houston
Wheeler, Harvey .....KPRC, Houston
Heiner, Tom .....KTHH, Houston
Jelly, Louis .....KHTH, Houston
Mullan, Lester .....KTRH, Houston
Chinski, Gerald R. .....KXYZ, Houston
Neathery, John W. .....KSAM, Huntsville
McCreary, William M., Jr ....KEBE, Jacksonville
Soule, Karem O. .....KOCA, Kilgore
Cornelius, Eugene R. .....KPET, Lamesa
Smith, K. Hulan .....KPAB, Laredo
Zachary, J. D. .....KVOW, Littlefield
Lee, Frank .....KCBD, Lubbock
Bledsoe, W. S. .....KFYO, Lubbock
Hively, Roger V. .....KSEL, Lubbock
Maxim, Ambrose .....KRBA, Lufkin
Spencer, Sherman L. .....KRIO, McAllen
Lindsay, William .....KMHT, Marshall
Sparks, Milton H. .....KCRS, Midland
Tipton, Forrest W. .....KVKM, Monahans
Kennesson, Tom .....KOSF, Nacogdoches
Kimbrell, Jim .....KECK, Odessa
Simpson, James A. .....KOSA, Odessa
Farmer, Paul E. .....KRIG, Odessa
Wagner, Melvin .....KNET, Palestine
Smith, D. E. .....KPDN, Pampa
Harmon, Robert .....KPLT, Paris
Boehnemann, Harry .....KIUM, Pecos
Cook, Carl .....KVOP, Plainview
Miller, Joe .....KOLE, Port Arthur
Boatright, Morris Glenn.....KPAC, Port Arthur
Jones, Frank .....KGKL, San Antonio
Haight, Joseph B. .....KABC, San Antonio
Hyman, Kenneth R. .....KCOR, San Antonio
Brady, Charles L. .....KMAC, San Antonio
Ing, George W. .....KONO, San Antonio
Egerton, W. G. .....KTSA, San Antonio
Spellman, T. E.....KRRV, Sherman-Denison
Long, Johnny .....KDWT, Stamford
Allen, J. T. .....KXOX, Sweetwater
Cook, Homer H. .....KTEM, Temple
Robertson, Harvey .....KCMC, Texarkana
Fones, Henry N. .....KTFS, Texarkana
Sheppard, John B. .....KGKB, Tyler
Barker, Sam .....KVOU, Uvalde
Ridgway, Herman .....KVWC, Vernon
McCown, Bob .....KVIC, Victoria
Burch, Leo .....KWTX, Waco
Dove, Jesse H. .....WACO, Waco
Hartwig, O. L. .....KRGV, Weslaco
Wiley, Herbert T. .....KWFT, Wichita Falls

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Utah

Urie, Hurschell G. .....KSUB, Cedar City
Secrist, Carrell .....KVNU, Logan
Boothe, Wayne T. .....KLO, Ogden
Sevy, Robert .....KOPP, Ogden
Reid, Leo E. .....KOAL, Price
Salisbury, Darwin .....KCSU, Provo
Keyes, Henry .....KOVO, Provo
Benson, Stanley.....KALL, Salt Lake City
Baldwin, John M. .....KDYL, Salt Lake City
May, Myron E. .....KNAK, Salt Lake City
Evans, C. Richard .....KSL, Salt Lake City
Bell, C. Wendell .....KUTA, Salt Lake City
Boelter, Erwin W. .....KJAM, Vernal

•

Vermont

Quill, John C. .....WJOY, Burlington
Boisvert, Theodore .....WWSR, St. Albans
Grout, Harold M. .....WDEV, Waterbury

•

Virginia

Lindberg, Carl L. .....WPIK, Alexandria
Merryman, Earl .....WARL, Arlington
Washington, Richard .....WEAM, Arlington
Hughlett, John .....WFHG, Bristol
Gray, Walter W. .....WCHV, Charlottesville
Kennedy, Lawrence L. .....WKEY, Covington
Wilson, C. E. .....WSVS, Crewe
Motley, Lyle .....WBTM, Danville
Carr, Albert H. .....WDVA, Danville
Candler, W. S. .....WFVA, Fredericksburg
Duckett, Carl E. .....WBOB, Galax
Braun, Warren L. .....WCVA, Harrisonburg
Orth, John T. .....WLVA, Lynchburg
Pinkerton, Forest .....WWOD, Lynchburg
Muse, Dewey W. .....WMVA, Martinsville
Runyan, Carles A. .....WGH, Newport News
Gibbons, Orville K. .....WHYU, Newport News
Siegel, Jack .....WLOW, Norfolk
Peffer, John .....WTAR, Norfolk
Tommerdahl, Gene .....WNVA, Norton
Lemmo, Thomas .....WNLK, Norwalk
Schwarz, Edward F. .....WSSV, Petersburg
Clair, Frederic .....WSAP, Portsmouth
McDaniel, Fitzgerald .....WPUV, Pulaski
McGuigan, George W., Jr. .....WLEE, Richmond
Wood, Wilfred H .....WMBG, Richmond
Wolstenholme, Vincent .....WRNL, Richmond
Woods, D. C. .....WRVA, Richmond
Newman, J. Edward .....WDBJ, Roanoke
Hall, Frank .....WROV, Roanoke
Briggs, J. P. .....WSLS, Roanoke
Houser, Rex C. .....WTON, Staunton
Rupp, V. W. .....WLPM, Suffolk
Goodwin, Edward R. .....WAYB, Waynesboro
Whitney, Philip B. .....WINC, Winchester

•

Washington

Cunningham, Billy C. .....KXRO, Aberdeen
Harper, Ernest .....KVOS, Bellingham
Jordan, Andrew K. .....KBRO, Bremerton
Lippincott, Ellwood W. .....KELA, Centralia
Vaughn, Bob .....KXLE, Ellensburg
Gerdon, Earl E. .....KRKO, Everett
Johnston, Marvin .....KWLK, Longview
Thatcher, John H. .....KSEM, Moses Lake
Stewart, Walter .....KBRC, Mt. Vernon
Roark, C. A. .....KGY, Olympia
Patrick, Howard R. .....KONP, Port Angeles
Myers, Ira .....KWSC, Pullman
Brott, F. J. .....KOMO, Seattle
Shultz, Arthur A. .....KING, Seattle
Ray, Homer A., Jr. .....KIRO, Seattle
Lind, Perry .....KOL, Seattle
Bennett, S. D. .....KOMO, Seattle
Ross, James S. .....KTW, Seattle
DuBuque, John .....KXA, Seattle
Freeman, George A. .....KRSC, Seattle
Sparling, A. C. .....KGA, Spokane
Walker, John .....KHQ, Spokane
Evans, C. W. .....KNEW, Spokane
Langford, George .....KXLY, Spokane
Bice, Max .....KMO, Tacoma
Dillon, Harold .....KTBI, Tacoma
MacDonough, D. M. .....KVI, Tacoma
Means, Edgar .....KVAN, Vancouver
MacLafferty, Milton .....KUJ, Walla Walla
Kelley, John L. .....KWWB, Walla Walla
Frese, George .....KPQ, Wenatchee
Murphy, H. B. .....KIT, Yakima

•

West Virginia

Ginkel, A. J. .....WJLS, Beckley
Bucy, James .....WWNR, Beckley
Flanagan, P. T. .....WHIS, Bluefield
Stone, William D. .....WCAW, Charleston
Robinson, Odes E. .....WCHS, Charleston
Whiteman, George .....WGKV, Charleston
Marcum, Taylor .....WKNA, Charleston
Wright, Joseph .....WBLK, Clarksburg
Kovlan, Andrew .....WHAR, Clarksburg
Hough, Robert D. .....WPDX, Clarksburg
Strelauski, Joseph .....WMMN, Fairmont
Sturn, Harold F. .....WHTN, Huntington
Hansher, William H. .....WPLH, Huntington
Kilpatrick, Leroy .....WSAZ, Huntington
Coale, James .....WEPM, Martinsburg
Spence, Ray .....WAJR, Morgantown
Craver, Campbell .....WMON, Montgomery
Thomas, Robert R., Jr. .....WOAY, Oak Hill
Barickman, Bedford P. .....WCOM, Parkersburg
Brooks, Vilah .....WPAR, Parkersburg
Jackson, S. Herbert .....WRON, Ronceverte
King, Howard R. .....WBRW(Welch
Baker, Fred A. .....WKNK, Wheeling
Keim, Edwin L. .....WWVA, Wheeling
Bullio, Robert W. .....WBTH, Williamson

•

Wisconsin

Merkl, George .....WHBY, Appleton
Link, Otto.....WATW, Ashland
Jorgenson, Thorwald O.....WEAU, Eau Claire
Meyers, Wendall .....KFIZ, Fond-Du-Lac
Reed, Elmo W. .....WJPG, Green Bay
Stangel, Wallace E. .....WTAQ, Green Bay
Clay, Wayne .....WCLO, Janesville
Thiel, Willard L. .....WLIP, Kenosha
Leeman, Alvin .....WKBH, LaCrosse
Rauscher, Albert I. .....WLCX, LaCrosse
Hahn, Norman .....WIBA, Madison
Vanderheiden, V. A. .....WKOW, Madison
Duben, W. F. .....WOMT, Manitowoc
Stewart, A. L. .....WNAM, Marinette
Boos, Gerald J. .....WDLB, Marshfield
Bohnert, Raymond .....WIGM, Medford
Paske, Rolland .....WEMP, Milwaukee
Weller, Donald A. .....WISN, Milwaukee
Dodge, George A. .....WFOX, Milwaukee
Host, R. H. .....WMAW, Milwaukee
Mueller, Paul .....WMLO, Milwaukee
Hebal, William .....WTMJ, Milwaukee
Fliegel, E. W. .....WNAM, Neenah
Wheeler, Glen .....WOSH, Oshkosh
Sadler, L. Stanley .....WIBU, Poynette
Dechant, Francis Lee .....WRJN, Racine
Bresette, Charles .....WOBT, Rhinelander
Kolsky, Robert .....WJMC, Rice Lake
Mayer, Herbert J. .....WHBL, Sheboygan
Lasky, Melvin .....WDSM,, Superior
Gabrielson, O. N. .....WSBR, Superior
Kaetel, Charles .....WAUX, Waukesha
Richardt, R. W. .....WSAU, Wausau
Nickel, Victor W. .....WFHR, Wisconsin Rapids

•

Wyoming

Hathaway, Donald L. .....KDFN, Casper
Schmehl, G. L. .....KVOC, Casper
Roberts, Harold .....KFBC, Cheyenne
Barnhart, Phillip H. .....KODI, Cody
Grove, Clark .....KRAL, Rawlins
Brant, Del .....KPOW, Powell

Buchanan, Archie W. .....KVRS, Rocky Springs
Crossthwaite. Robert .....KWYO, Sheridan
Ernst, Joseph P. .....KWOR, Worland

Territories & Possessions

Alaska

Walden, Jack M. .....KENI, Anchorage
Nichols, Robert .....KFQD, Anchorage
Hiebert, August G. .....KFAR, Fairbanks
Nichols, Robert .....KFRB, Fairbanks
Thorgaard, O. A. .....KINY, Juneau
Frazee, Al .....KTKN, Ketchikan
Nichols, Robert .....KIBH, Seward

•

Hawaii

Rhodes, Charles Lynn .....KHBC, Hilo
Marques, H. L. .....KIPA, Hilo
Lindemann, Ernest G. .....KGMB, Honolulu
Mulrony, M. A. .....KGU, Honolulu
Mercer, Ira G. .....KHON, Honolulu
Bird, Robert .....KPOA, Honolulu
Nose, Katashi .....KTOH, Kauai
Jones, Robert .....KMVI, Wailuku, Maui

•

Puerto Rico

Aviles, Jesus M. .....WECW, Mayaguez
Fishbach, Henry .....WKJB, Mayaguez
Freyre, Luis E. .....WPRA, Mayaguez
Zapater, Fernando, Jr. .....WPAB, Ponce
Sanchez, Alfonso .....WFAC, San Juan
Fernandez, Jose A. .....WAPA, San Juan
Girard, Paul A. .....WKAC, Santurce

Canada

Alberta

Connor, E. C. .....CFAC, Calgary
Lamb, Robert .....CFCN, Calgary
Readwin, Des .....CJCJ, Calgary
Makepeace, F. G. A. .....CFRN, Edmonton
Hollingworth, Frank .....CJCA, Edmonton
Williams, R. H. .....CFGP, Grande Prairie
Reagh, Robert E. .....CJOC, Lethbridge
Ellis, J. M. .....CHAT, Medicine Hat

•

British Columbia

Pilling, Jack .....CHWK, Chilliwack
Henderson, G. .....CFJC, Kamloops
Weber, J. Fred .....CKOV, Kelowna
Walsh, Tom .....KCLN, Nelson
Tate, Ray J. .....CKPG, Prince George
Halloway, Hugh .....CJAV, Port Alberni
Fairweather, Gordon L. .....CJAT, Trail
Ellis, A. B. .....CBR, Vancouver
Whiteside, R. .....CKMO, Vancouver
Gordon, Jack .....CKWX, Vancouver
Chandler, A. H. .....CJOR, Vancouver
Sommers, J. .....CJVI, Victoria
Collins, Bill .....CKNW, New Westminster

•

Manitoba

Snider, Claude .....CKX, Brandon
Woodward, Gordon .....CFAR, Flin Flon
Thomson, D. R. .....CKSB, St. Boniface
Durie, R. V. .....CJOB, Winnipeg
Hooper, A. W. .....CKRC, Winnipeg
Henderson, George .....CKY, Winnipeg

•

New Brunswick

Paquet, L. P. .....CKNB, Campbellton
Fournier, Cyrille .....CJEM, Edmundston
Love, Glenn D. .....CFNB, Fredericton
White, A. J. .....CKCW, Moncton
Smith, H. M. .....CBA, Sackville
Bishop, J. G. .....CHSJ, Saint John

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Greig, Arthur W. .....CNHS, Halifax
MacWilliams, A. Reginald .....CJCH, Halifax
Vernon, A. C. .....CJCB, Sydney
Bishop, A. M. .....CFAB, Windsor
Smith, Donald L. .....CJLS, Yarmouth

•

Ontario

Buchanan, J. B. .....CJBQ, Belleville
Anguish, C. .....CKPC, Brantford
Ball, Fred J. .....CFJM, Brockville
Brooks, Gordon .....CFCO, Chatham
Clark, Mahlon .....CKSF, Cornwall
Martin, R. .....CKFI, Fort Frances
Ross, W. T. .....CKPR, Fort William, Port Arthur
Smith, O. R. .....CHML, Hamilton
Horton, Leslie .....CKOC, Hamilton
Jones, Douglas .....CJRL, Kenora
Coy, Burt .....CKWS, Kingston
Watson, T. G. .....CJKL, Kirkland Lake
Hartman, Ion .....CKCR, Kitchener
Field, Percy A. .....CFPL, London
Slinn, George .....CHVC, Niagara Falls
Barnaby, Jack .....CFCH, North Bay
Nash, James .....CFOR, Orillia
Blanchett, George .....CDKO, Oshawa
Gilbert, Maxted.....CBO, Ottawa
McLellan, W. H. .....CKCO, Ottawa
Vallins, William .....CFOS, Owen Sound
Crump, Bert .....CHEX, Peterborough
Marinelli, Italo .....CJIC, S. S. Marie
Allen, W. H. .....CKTB, St. Catherines
Cooke, Robert F. .....CHOK, Sarnia
Crigg, John .....CJCS, Stratford
Mott, Ernie .....CKGB, Timmins
Sharpe, Jack .....CFRB, Toronto
Boisvert, A. .....CHUM, Toronto
Hilliard, Howard .....CJBC, CBL, Toronto
Swan, Ernie .....CKEY, Toronto
Reid, S. C. .....CKNX, Wingham

•

Prince Edward Island

Finley, A. L. .....CFCY, Charlottetown
McKie, Angue .....CHGS, Summerside

•

Quebec

Roberts, J. E. .....CBJ, Chicoutimi
Laliberte, Gerard .....CHEF, Granby
Gebhardt, Max .....CKCH, Hull
Gettenby, J. G. .....CFCF, Montreal
Roberts, E. D. .....CBF, CBM, Montreal
Cloutier, Alphonse .....CHLP, Montreal
Spencer, Leonard .....CKAC, Montreal
Coleman, Gordon S. .....CHNC, New Carlisle
Frenette, C. .....CBV, Quebec City
Nadeau, Arsene .....CHRC, Quebec
DuBerger, Albert .....CKCV, Quebec
Doak, F. C. .....CJBR, Rimouski
McGrail, John J. ...CKRN, CKVD, CHAD, Rouyn
Val D'Or, Quebec.
Cusack, S. .....CHLT, Sherbrooke
Cusack, S. .....CKTS, Sherbrooke
Cardin, Joseph .....CJSO, Sorel
Comtois, Francois .....CHLN, Trois Rivieres

•

Saskatchewan

Pickford, M. .....CHAB, Moose Jaw
Carson, Ian K. .....CJNB, North Battleford
Van New, Tom .....CKBI, Prince Albert
Strong, E. A. .....CKCK, Regina
MacDonald, Milliam .....CKRM, Regina
Hoskins, Lyn .....CFQC, Saskatoon
Rowe, V. J. .....CBC, CBK, Watrous
Roe, V. J. .....CBK, Watrous
Mills, Arthur .....CJGX, Yorktown

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Washington 4, D. C.

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34th & Broadway
Kansas City 2, Missouri

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Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Treasurer.....L. C. Park
Sales Manager.....W. C. Johnson
Director of Engineering.....K. Turner
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda
Secretary.....K. Turner
Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Refrigerators and Ranges.

Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
V.P. Chg. Manufacturing....Edwin A. Norris
Sales Manager—Distributor Div. .....Charles Golenpaul
Sales Manager—Manufacturers' Div. .....Frank Marshall
Chief Engineer.....Joseph L. Collins
Advertising Manager.....Charles Golenpaul
Export Managers..Rocke International Corp.

PRODUCTS: Capacitors — paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

Air King Products Co., Inc.

170—53rd St., Brooklyn 19, N. Y.
Phone: GEdney 9-5338

President.....D. H. Cogan
Chairman of the Board.....B. A. Coffin
V. P. in Charge of Production .....M. Markowitz
V. P.-Export.....Allen Straus
Secty. .....R. W. Hill
Mdse. & Sales Mgr.....J. J. Clune
Chief Engr.....L. M. Kay
Purchasing Agent.....H. Rosenman
Credit & Personnel.....J. H. Seider
Prod. Manager.....R. Kalb
Comptroller .....J. Kaufman

PRODUCTS: Home receivers, wire recorders, 3 way & battery portables, radio & phonograph combinations.

Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151

Pres.-Sales Manager.....F. F. Loock
Radio Sales Mgr.....D. S. W. Kelly
Chief Engineer.....J. J. Mellon
Credit Manager.....E. M. Kroening
Purchasing Agent.....Theron C. Child
Advertising Mgr.....A. H. Fensholt
Industrial Relations Mgr.....George Megow
Export Mgrs.....Rocke Intern'l Corp.
Service Mgr.....G. W. Vater

BRANCH OFFICES: All key cities.

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

American Coil & Engineering Co.

1271 North Hermitage Ave., Chicago 22, Ill.
Phone: Humboldt 3803

President .....D. Sackheim
Sales Manager.....P. W. Lawrason
Chief Engineer.....S. M. Brainin
Credit Manager.....Z. L. Ross
Purchasing Agent.....W. J. Slater
New York, N. Y., Export Managers.....L. Minthorne Co.
Works Manager.....A. Wetle

PRODUCTS: Audio and Radio Frequency Coils; Transformers and Chokes—Output and Power; Solenoid Assemblies; Hearing Aid Transformers; Ignition Transformers; Stators; Field Coils; Layer Wound Solenoids; Clock Coils.

American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1386

Partner .....L. J. Menschik

Purchasing Agent.....W. Norder
Superintendent .....M. E. Hussey
Sales Manager.....W. J. Johnston
BRANCH OFFICES: All key cities.
PRODUCTS: Condensers.

American Microphone Co.

370 So. Fairoaks Ave., Pasadena 2, Calif.
Phone RYan 1-7444

General Manager.....F. A. Yarbrough
PRODUCTS: Crystal & dynamic microphones, crystal & dynamic phonograph pickups, microphone stands.

American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein
Chief Engineer.....Albert A. Goffstein
Credit Manager.....A. Kuchenbaker
Purchasing Agent.....A. Kuchenbaker
Export Managers.....Lincoln Export Co.
Service Manager.....Aaron Kipp
PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

American Transformer Co.

178 Emmet St., Newark 5, N. J.
Phone: Bigelow 3-4444

President.....Thomas M. Hunter
Vice-President.....Walter Garlick, Jr.
Mgr., Electronic Sales.....F. K. Hawkinson
Mgr., Electronic Apparatus...John F. Harris
Purchasing Agent.....E. H. Bard
PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
Phone Main 5-2050

President .....Nicholas Anton
Exec. Vice-Pres.-Sales
Manager .....Samuel Norris
PRODUCTS: Electronic tubes for communication, industrial, television, electromedical and special purposes.

Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.
Phone LOngacre 5-6622

President .....Ernest V. Amy
V. P.-Treasurer.....Frank King
Secretary.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt
PRODUCTS: Antenna Systems, Television and FM Antennas. Electronic Developments.

Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.
Phone: STillwell 4-5411

President.....F. A. D. Andrea
Chief Engineer.....H. J. Heindel
PRODUCTS: Radio and Television Receivers and Phono. combinations.

Andrew Corporation (Formerly Andrew Co.)

363 East 75th St., Chicago 19, Ill.
Phone: Triangle 4400

Chairman of the
Board .....Dr. Victor J. Andrew
President .....A. S. Andrew
Chief Engineer.....C. Russell Cox
Comptroller & Credit Mgr.....W. J. Mather
Purchasing Agent.....W. B. Humphreys
Advertising Manager.....C. Russell Cox
Industrial Relations Mgr.....Dora Smith
Export Manager.....James F. White
PRODUCTS: Coaxial Transmission Lines, Phasing and Tuning Equipment.

Ansley Radio Corp.

41 St. Joes Ave., Trenton 9, N. J.
Phone: 4-1175

President-Chief Engr.....Arthur C. Ansley
Sales Mgr.....J. Cameron Gordon
Credit Mgr.....Anne J. Dawson
Purchasing Agent.....Karl Brunner
PRODUCTS: Radio-phonograph combinations (Ansley Dynaphone), Electronic piano (Ansley Dynatone), Built-in-wall radio (Ansley Paneltone).

The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio
Phone: 12-656

President-Gen. Mgr.....F. H. Woodworth
V.P.-Chief Research Engr..C. M. Chorpening
Treasurer-Asst. Gen. Mgr.....G. B. Fraser
Sales Mgr.—Jobber Div...R. T. Schottenberg
Gen. Sales Mgr.....W. J. Doyle
Chief Engineer.....A. G. Morrell, Jr.
Purchasing Agent.....H. G. Green
Secty.....F. H. Kuhlman
Factory Superintendent.....W. M. Semple
Personal Dirc.....F. H. Kuhlman
BRANCH OFFICES: All key cities.
PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

Audak Company, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone LA 4-3723

President .....Maximilian Weil
Vice Pres.....Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Cutting Heads, Electronic Acoustic Apparatus.

Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Research Engineer.....E. W. Franck

BRANCH OFFICE: Allan H. Bodge, West Coast Mgr., 844 Seward St., Hollywood, Calif.

PRODUCTS: Recording Discs (Audiodiscs), Recording and Playback Points (Audiopoints), Audio Tape.

Automatic Manufacturing Corp.

65 Gouverneur St., Newark, N. J.
Phone: Humboldt 5-2100

President .....Martin H. Benedek
Vice-Pres., Charge of Sales....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Comptroller .....M. E. Silver
Plant Mgr.....J. A. Heimbruch

PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, permeability tuners.

John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone 4762

President .....John F. Beasley
Secty.-Treas. .....James H. Beasley
Erection Superintendent...Sydney N. Beasley
Office Manager .....C. A. McLarty, Jr.

BRANCH OFFICES: 1614 Mercantile Bank Bldg., Dallas, Texas, Phone, Riverside 3228, Roy D. Sprague; 20 N. Wacker Drive, Chicago, Ill., Phone, State 1846, Andrew B. Lytle.

PRODUCTS: Steel erectors (radio towers).

Bendix Radio (Division of Bendix Aviation Corp.)

East Joppa Rd., Baltimore 4, Md.
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Dir. Engr. & Research.....W. L. Webb
Chief Engr. Radio & Tele.....P. C. Hierath
Chief Engr. Comm. Products.....A. E. Abel
Chief Research Engr.....A. C. Omberg
Radio & Tele. Sales Mgr.....J. T. Dalton
Mgr. Distribution, Radio & Tele.....H. H. Silliman
Dir. of Engineering & Research..W. L. Webb
Dir. of Industrial Relations.....R. Smith
Advertising Manager—Radio and Television.....Earl L. Hadley
Sales Manager—Communications Radio...J. W. Hammond

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, television receivers, headphones, microphones.

Bliley Electric Company

Union Station Building, Erie, Pa.
Phone: Erie 26-857

President.....F. D. Bliley
V.P. & Sales Manager.....G. E. Wright
V.P. & Chief Engineer.....J. M. Wolfskill
Treas. & Credit Mgr.....D. F. Stout
Purchasing Agent.....S. E. Riley
Industrial Relations Mgr.....R. R. Johnson

PRODUCTS: Quartz Crystals, Crystal Controlled Oscillators and Crystal Ovens.

William Brand & Co.

276 Fourth Ave., New York 10, N. Y.
Phone: ORchard 4-6960

Partners.
William Brand, William Naumburg, Jr.
Sales Manager.....J. R. Garey

BRANCH OFFICE: 325 W. Huron St., Chicago, Ill., Phone, Superior 9-733, Manager, Earl W. Brinson.

PRODUCTS: Insulation, electrical, Tubing, Varnished Cotton, Glass, Tubing, Varnished, Plastic, Extruded Tubing Cambric, Varnished, Mica block, films, splits and splittings, Mica-Plate, segments, Wire, Thermoplastic insulated.

Brooks Electronics, Inc.

34 DeHart Place, Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President .....Lincoln Walsh
Sales Manager.....J. Ray Edinger
Chief Engineer.....J. Ray Edinger
Credit Manager.....Helen Anthony
Purchasing Agent.....Helen Anthony

PRODUCTS: High Quality Audio Amplifiers.

Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: 2121

President.....G. H. Browning
V. P.....R. L. Purrington
Chief Engineer.....F. A. Spindell
Prod. Mgr.....S. C. Sullivan
Head Test Tube Dept.....H. L. Smith

SALES REPRESENTATIVES: All key cities.

PRODUCTS: Frequency Meters, Cathode Ray Oscilloscopes, 60-cycle Calibrators, Regulated Power Supplies and Square Wave Generators, Super-high Frequency Signal Generators, Frequency Calibrators, Capacitance Relays, Electronic Capacitance Alarm Systems, FM-AM Tuners, FM Tuners.

The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

General Manager and Chairman of the Board.....W. R. Burwell

President & Chief Engineer...A. L. Williams
General Sales Manager.....Blair Foulds
PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone Talbot 4943

Owner-Chief Eng.....William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service, Special Laboratory Testing Equipment, Consulting Radio Engineers.

Chicago Telephone Supply Co.

1142-1232 W. Beardsley Ave., Elkhart, Ind.
Phone: 1205

President.....F. C. Best
Gen. Supt.....B. S. Turner
Sales Manager.....W. A. Nicely
Chief Engineer.....W. H. Budd
PRODUCTS: Volume controls, tone controls, associated switches.

Clarostat Mfg. Co., Inc.

130 Clinton St., Brooklyn, N. Y.
Phone: Main 4-1190

Pres.-General Manager.....Victor Mucher
Sales Mgr. Distributors
Div. .....Fran Chamberlain
Secretary.....Charles H. Burnell
V.P.-Chief Engineer.....George Mucher
V.P. Chg. Sales.....I. J. Youngblood
PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attentuators, Special Resistor Products, and Composition Potentiometers.

Collins Radio Co.

855—35th St., N.E., Cedar Rapids, Iowa
Phone: 3-0281

President.....Arthur A. Collins
Exec. V. P.—New York.....W. J. Barkley
Vice President-Gen. Mgr.....R. S. Gates
Vice-President Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer .....S. J. Storm
BRANCH OFFICES: 11 W. 42nd St., New York 18, N. Y., Phone, Longacre 4-3930-1.2-3, Executive, W. J. Barkley; 458 S. Spring St., Los Angeles 13, Cal., Phone, Madison 6-2251, Carl W. Service.
PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.
Phone: Riverside 2450

President .....D. G. Mitchell
Exec. V.P.....E. E. Lewis
V.P. Chg. Opr.....L. S. Kimball
V. P. in charge of Eng.....H. C. Forbes
V. P.-Comptroller.....H. E. Riordon
Purchasing Agent.....J. H. Dray
Mgr.-Industrial Relations.....Howard Hagen
Sales Mgr.—Automotive Division.....C. H. Symington
Service Manager.....R. K. Pew
BRANCH OFFICES: Bloomington, Ill., Phone, 7631; Riverside, Calif., 601 Fisher Bldg., Detroit, Mich., Phone, Madison 7251; 1280 Main St., Buffalo 9, N. Y.
PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

President .....Edward Wallerstein
Exec. Vice Pres.....Mefford R. Runyon
Vice President.....Adrian Murphy
Vice Pres. in Charge of West Coast Operations.....Andrew J. Schrade
Vice Pres. in Charge of Sales.....Paul E. Southard
Vice Pres. in Charge of Manufacturing and Engineering.....James H. Hunter
Engineer in Charge of Recording Development .....William Bachman
Treasurer.....William G. Wilkins
Director of Purchases...Robert P. Robinson
Director of Advertising.....John Birge
Director of Personnel.....Elmer P. Eldridge
Export Manager.....Ralph Alarcon
Service Manager.....William Madelung
PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.

Communication Equipment & Engineering Co.

5646 W. Race St., Chicago 44, Ill.
Phone: EStebrook 3109-10

President-Sales Mgr.....Robert A. Clark, Jr.
Credit Mgr.-Purchasing Agent..R. E. Meyers
PRODUCTS: Transmitters, receivers, amplifiers and test equipment, carriers telephone and telegraph equipment.

Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLearwater 6500

President .....G. F. Benkelman
Vice-President .....J. W. Jira
Purchasing Agent.....W. M. Wood
Factory Mgr.....D. Fairchild
PRODUCTS: Fixed composition resistors, Nobleloy Precision Resistors, Auto Radio Suppressors, Capacitors, Filternoys.

Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: Geneva 4140

President & Treasurer....Milton Ritzenberg
Secretary-Sales Mgr....MacDonald Goodwin
Chief Engr.....Serge Pakswer
Asst. Sect.-Asst. Treas...Jane E. DeVleshower
Purchasing Agent.....L. R. Boynton
Adv. Mgr.....MacDonald Goodwin

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationary lamps. Special tubes of all kinds.

Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas
Phone: Riverside 3611

President.....James O. Weldon
Vice-President.....Lester H. Carr
Secretary.....Dorothy F. Weldon

PRODUCTS: Antenna Phasing Equipment, Radio Frequency Components for Standard Broadcast Stations, Custom Building of Radio Transmitting Equipment.

Cornell-Dubilier Electric Corp.

333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfield 6-9000

President.....Octave Blake
Vice-President.....William Dubilier
Vice-Pres.-Treas.....Haim Beyer
Vice-President.....Wm. M. Bailey
Vice-President.....Chas. H. Caine
Vice-President.....Paul McK. Deelev
Vice-President.....Felix Weiss
Vice-President.....T. E. Abeel
Vice-President .....Max Bleich
Secretary.....Kenneth E. Ryan
Asst. Treasurer.....L. F. Geiser
Asst. Secretary.....M. F. Keating
Comptroller.....J. A. Bertolacci

PRODUCT: Capacitors.

Corning Glass Works

Corning, New York
Phone: Corning 372

President.....W. C. Decker
Mgr. Electrical Prod. Div.....John L. Ward
Mgr. Technical
Prod. Div.....Russell Brittingham

BRANCH OFFICES: Key cities.

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone CO 7-2525

President.....John Cook
Vice President.....W. F. Osler, Jr.
Treasurer .....J. C. Stagg
Secretary .....J. E. Hoffman
Sales Manager.....W. F. Jessup

PRODUCTS: Radio wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords, and cord sets.

Crosley Division (Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIrby 6600

President.....I. B. Babcock
General Manager.....R. C. Cosgrove
Dir. of Research & Engr.....L. M. Clement
Adv. Mgr.....S. D. Mahan
Purchasing Agent.....Frank Warner
Gen. Sales Mgr.....Norman C. MacDonald
Mgr. Radio Sec.....Stanley Glaser
Credit Mgr.....John J. Hope
Export Mgr.....Tye M. Lett, Jr.

PRODUCTS: Radio—AM, FM, Television.

De Mornay-Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: Melrose 5-1900

President .....Richard DeMornay
Vice President.....Edward F. Meyers
Asst. to Pres.....Walter Read
Plant Manager.....Lou Della Penna
General Sales Mgr.
Electronic Div.....Jack Hartigan
General Sales Mgr.
Photographic Div....Bernard B. Deitchman
Executive Engineer.....Robert Clarke
Sales Engineer.....Samuel Freedman
Purchasing Agent.....Robert Heffernan
Chief Electrical Engineer...Leonard Sherbin
Chief Physicist.....G. Fonda Bondari

PRODUCTS: Microwave RF Complements, Test Equipment, Microwave Receivers, Microwave Transmitters, Modulators, Microwave Antennas, Airborne Radar Systems, Marine Radar Systems, Point to Point Relay Systems, Radar Beacons.

Doolittle Radio, Inc.

7421-23 S. Loomis Blvd., Chicago 36, Ill.
Phone: Radcliffe 4100

President.....E. M. Doolittle
Sales Manager.....H. V. Carlson

BRANCH OFFICES: Manufacturers representatives throughout the United States.

PRODUCTS: Radio Communications Equipment, Frequency Monitors.

Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer

Secretary.....Bernard Goodwin
Treasurer.....Paul Raibourn
Mgr. DuMont Tele
Network .....Lawrence Phillips
Gen. Mgr. Mfg. Div.....C. Edwin Williams
Mgr. Purchasing Div.....Lawrence Fuller
Gen. Mgr. Mfg. Div.....C. Edwin Williams
Dir. of Research.....Thos. T. Goldsmith, Jr.
Controller.....B. L. Graham
Gen, Mgr. Tele Sales.....Ernest A. Marx
Plant Supt.....Bruce T. DuMont
Personnel Director.....H. Housten

BRANCH OFFICE: 515 Madison Ave., New York, N. Y., Phone, PLaza 3-9800.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

Dumont Electric Corp.

34 Hubert St., New York 13, N. Y.
Phone: CAnal 6-7980

President & Chief Engr.....Jacob Katzman
Sales Manager.....Philip Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.
Phone: Armitage 3740

Sales Manager.....George H. Timmings
Secty.-Treas.....Louis J. Patla
Chief Engr.....Maurice P. McLean
Credit Manager.....Corliss Bangart
Purchasing Agent.....Chester Lindblade

PRODUCTS: Transformers.

Hugh H. Eby, Inc.

18 W. Chelten Ave., Philadelphia 44, Pa.
Phone: TENnessee 9-1800

President.....James L. Hawley
V. P.....Frank Holmstrom
Credit Mgr.....William T. Lodwig
Chief Engineer.....L. Wanner
Purchasing Agent.....Robert E. Weber

PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

Eckstein Radio and Television Co.

Le Roy, Minn.
Phone: 191

President .....E. A. Eckstein
Sec'y.-Treas.....E. R. Bostrom
Sales Manager.....R. J. Benjamin
Prod. Mgr.....D. F. Boulett

BRANCH OFFICE: All key cities.

PRODUCTS: Communication type car receivers (Karadio), Multi Band & Fixed Frequency, Farm Radios (L'Tatro), Home radios & special purpose (Eckco), Wiring harnesses for refrigerators & furnaces.

Electronic Engineering Co., Inc.

3223 West Armitage Ave., Chicago 47, Ill.
Phone: Capitol 3130

Pres. & Sales Mgr.....E. J. Rehfeldt
Vice President.....J. S. Cislak
Vice Pres.-Secretary and Chief
Engineer .....Harry Holubow
Treasurer.....K. C. Hawkins
Credit Manager.....T. J. Thorkelson
Purchasing Agent.....S. Matz
Export Manager.....E. J. Rehfeldt

PRODUCTS: Receiving and Transmitting Transformers and Chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

Electronic Laboratories, Inc.

24 W. 24th St., Indianapolis 2, Indiana
Phone: Talbot 2442

Actg. President-Ch. of Bd.....N. R. Kevers
Vice-President-Sales.....W. E. Peek
Chief Engr.....W. C. Otto
Credit Mgr.....R. W. Helton
Adv. Mgr.....W. E. Peek
Industrial Rel. Mgr.....Paul W. Briney
Service Mgr.....F. Theodore Hegeman
Purchasing Agent.....George Duke

PRODUCTS: Vibrators, regulated vibrator power supplies, inverters, converters, rectifier packs, Electrical toys, railroad, marine and bus fluorescent lighting, radios, radio permeability tuners.

Electronic Sound Engineering Co.

4344 West Armitage Ave., Chicago 39, Ill.
Phone: Dic 0444

General Manager.....Bernard J. Sullivan
Chief Engineer.....Harry W. Becker

PRODUCTS: Polyphonic Sound amplifiers for wire recorders and all applications where high fidelity is a requirement. Manufacturing license is also available for this amplifier. Electronic carrier frequency systems for one-wire simultaneous transmission of multiple programs or signals for hotels, schools, hospitals, and institutions.

Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: Normandy 2-2168

General Manager.....D. A. Marcus
Chief Engineer.....S. K. Babock
Sales Mgr.—Inverter Div.....W. H. Burgess

PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmeter, the electronic inverter.

Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800

Pres. .....Edward D. Gray

V.P.-Chief Engineer.....Henry S. Bamford
Secretary .....M. N. Robins
Treasurer .....Edward D. Gray
Purchasing Agent.....Paul A. Keller

PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800

President..... Benjamin Abrams
Treasurer & Export Mgr.....Max Abrams
V. P.-Engineering & Production
Dorman D. Israel
Adv. Mgr.....P. G. Gillig
V.P. Chg. Purchasing.....Harvey Tullo
Service & Parts Mgr.....G. P. Light
Ind. Rel. Manager.....Peter R. Certo
Sales Mgr.....Charles O'N. Weisser
Comptroller .....Victor Stevens

BRANCH OFFICE: 666 Lake Shore Drive, Chicago, Ill., Phone, Superior 4100.

PRODUCTS: Home radio receivers—AM and FM radios: table models—AC and AC-DC, compact models—AC-DC, personal models—self powered, portable models—self powered—AC-DC, console models—AC and AC-DC, record players—table models and portables, phonoradios—table models and consoles and portables, portable recorder and playback, television receivers, hearing aid radios, public address system, industrial television, components: speakers, radio vacuum tubes, phonograph needles. Electronic Equipment: radar sets, radio transmitting and receiving sets, electronic navigation equipment, electronic traffic control equipment, marine communication equipment.

Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President-Sales Manager.....Nathan Pinsley
V.P. Chg. Mfg.....Sol Pinsley
V.P. Chg. Engr.....John Benedikt
Export Mgr.....J. E. Chorlian
Service Mgr.....John Biesiadecki
Pur. Agent.....Gordon Poole
Credit Mgr.....Max Goldberg
Ind. Rel. Mgr.....Julius Treuman

PRODUCTS—Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets, television kits.

Fada Radio & Electric Co., Inc.

525 Main St., Belleville 9, N. J.
Phone: BE 2-5680

President.....J. M. Marks
Secretary-Treasurer.....D. I. Marks
Chief Engr.....D. Brandt, Sr.
Vice Pres.....S. N. Marks
Asst. Secty.....I. N. Marks
Sales Manager.....A. Wellington
Advertising Manager.....H. N. Lubet
Export Manager.....H. N. Laubet
Supt. .....J. Lewandowski

PRODUCTS: Table Model Radios, Console Radios, Table Model FM Receivers, Farm Radios, Combinations, Home Recorders, Phonographs, Television Sets, Export Models, Portable Radios.

Fairchild Camera and Instrument Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
Phone Jamaica 6-3800

President.....J. S. Ogsbury
Exec. Vice-Pres.....E. Robinson
Vice-President—Sales.....C. A. Harrison
Vice-Pres. & Secy.....C. L. Terrill
Vice-President.....J. A. Hewlett
Treasurer.....J. H. Dalton
Dir. Eng. & Research.....R. H. Lasche
Asst. Vice-Pres. & Works Manager
R. A. Draghi
Asst. Vice-President.....R. G. Sanders
Purchasing Agent.....O. Leutz
Dir. of Publicity.....R. H. Bailey
Advertising Manager.....H. K. Yulke

PRODUCTS: Sound recorders (console and portable), unitized amplifier system, transcription turntables, dynamic pick-ups, magnetic cutterheads, precision potentiometers, fractional horsepower synchronous motors.

Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
Phone: Anthony 5301

President.....E. A. Nicholas
Vice-President-Secretary.....E. M. Martin
Vice-President—Sales.....D. M. Allgood
Vice-President—
Engineering.....B. Ray Cummings
Vice-President—
Manufacturing .....William Clausen
Treas.....Paul H. Hartmann
Assistant Secretary-Assistant
Treasurer .....C. H. Wiggin
Auditor .....W. F. Hoeppner
Manager of Research.....Madison Cawein
Chief Engineer, Electronic Apparatus
Division.....J. C. Ferguson
Chief Engineer, Radio-Television
Department .....W. H. Myers
Director of Public
Relations.....E. E. Ferrey
Manager of Broadcast
Division .....Pierre Boucheron
Manager of Advertising and Sales
Promotion.....John S. Garceau

Manager of Mobile Communications Division.....John A. Curtis
Sales Manager—Farnsworth Division.....J. H. Kelly
Sales Manager—Capehart Division.....I. C. Hunter
Managing Director—International Division.....E. M. Roberts
Director of Purchases.....E. S. Needler
Credit Manager.....W. H. Bryant

BRANCH OFFICES: 3301 S. Adams St., Marion, Ind., Phone, 4600, Glenn Kelso; 205 Lucretia St., Huntington, Ind., Phone, 1331, Russell H. Hamman; 805 W. Walnut St., Bluffton, Ind., Phone, 911, W. H. Rupley.

PRODUCTS: AM-FM radios and phonograph-radios, Capehart and Panamuse by Capehart; automobile radios, television receivers, television transmitting equipment, television studio equipment, television-telemetering equipment, FM transmitters, railroad radio communications equipment, mobile communications equipment automatic record changers, television tubes, television antennas.

Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.
Phone: Nutley 2-3600

President .....Sosthenes Behn
Dir. Radio Div.....L. B. Blaylock
Chief Engineer—Radio Div. .....Francis X. Rettenmeyer

BRANCH OFFICES: 343 N. Michigan Ave., Chicago 11, Ill., Phone, Central 6900, Harold KaDell; 8 DuPont Circle, Washington, D. C., Phone, Michigan 0622, E. J. Girard.

PRODUCTS: Complete broadcast systems —AM, FM, TV; FM square-loop antenna; AM-FM-TV transmitting and rectifying tubes; mobile communications; coaxial cable; FM and lead-in wire; selenium rectifiers; home radio receivers.

Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
Phone: Passaic 2-3440

President.....W. G. H. Finch
V.P. Dir. Sales.....A. J. Eaves
Dir. Research.....Dr. LaVerne Philpott
Purchasing Agent.....William O'Brien
Adv. Mgr.....A. J. Eaves
Chief Engineer.....Richard E. Mathes

BRANCH OFFICE: 10 E. 40th St., New York 16, N. Y. Phone, MU 5-7976.

PRODUCTS: Facsimile, recording paper, Finch rocket antennas.

A. W. Franklin Mfgr. Corp.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

President.....Albert W. Franklin
V.P.—Engineering Prod..Joseph M. Vananzi
Vice-President—Sales.....N. H. Lawton
Credit Manager.....Fred Weller
Purchasing Agent.....S. Yurman
Ind. Rel. Manager.....William Telmoss

PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President.....Max Adelberg
Vice-President-General Mgr...Arthur Freed
Purchasing Agent.....Melvin Zalkin
Chief Engr.....Murray Weinstein

PRODUCTS: Manufacturer of Freed-Eisemann high-fidelity radio-phonograph combinations, all incorporating frequency modulation band.

Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.
Phone: MAin 4-6044

President .....Leonard Ashbach
Asst. to President.....Maurice Raphael
Vice-President .....Louis Silver
Chief Engineer.....Barnet S. Trott
Credit Manager.....Benjamin Orlin
Purchasing Agent.....Sol Predeger
Advertising Manager.....Joseph G. DeVico
Industrial Relations Mgr....Bernard Marks
Export Manager.....Ernest Nigaglioni
Service Manager.....Carl Volpe

PRODUCTS: Receivers: Battery—Console, Table, Personal, Portable; Electric — AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph, AM Console with Phonograph and Recorder; AM-FM Table, AM-FM Console with Phonograph; AM-FM Console with Phonograph and Recorder; Television—Table, with FM, with AM, with FM-AM; Console, with FM, with AM, with FM-AM and Phonograph. Record Players.

Gates Radio Company

123 Hampshire Street, Quincy, Illinois
Phone: Quincy 522

President.....P. S. Gates
Sales Manager.....F. J. Pippenger
Chief Engineer.....F. O. Grimwood
Credit Manager.....L. I. McEwen
Purchasing Agent.....J. P. Bowers
Advertising Manager.....F. J. Pippenger
Industrial Relations Mgr.....L. I. McEwen
Export Manager.....F. J. Pippenger
Service Manager.....F. W. Wentura

PRODUCTS — Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Emergency Services, Broadcast Speech Input; Remote Amplifying; Professional Transcription Equipment; Professional Recording Equipment; Special Amplifying Equipment (fatigue amplifiers, etc.); Broadcast Monitoring Equipment.

General Electric Electronics Department

Thompson Road, Syracuse 1, N. Y.
Phone: 6-4411

President of Company.....C. E. Wilson
Vice-Pres.-Gen. Mgr. Electronics Dept. Dr. W. R. G. Baker
Genl. Sales Mgr.....A. A. Brandt

BRANCH OFFICES: All principal cities.

PRODUCTS: Receivers, Transmitters, Tubes, Components.

General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: Sherwood 2-5271

President.....D. E. Replogle
Sales Manager.....C. G. Hampson

PRODUCTS: Electron power and transmitting tubes, fluorescent starters.

The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Sales Mgr. of Mechanical Div. H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div. Steve Hiltebrand
Chief Engr.-Mechanical Div. Howard Shumaker
Chief Engr.-Plastics Div.....Russell Smith
Purchasing Agent.....Clete Heindrich

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of the Board.....Samuel Cohen
President .....A. Blumenkrantz
Executive Vice-President....Richard E. Laux
Vice-President—Sales.....Don J. Phelps
Sales Manager.....George P. Marron
Chief Engineer.....Berne N. Fisher
Comptroller .....A. Konecny
Director of Purchases.....C. B. L. Townley
Purchasing Agent.....C. F. Richardson
Industrial Relations Mgr.....V. J. McMann

BRANCH OFFICES: 737 No. Michigan Ave., Chicago, Ill., Phone, Delaware 1048, L. G. Bacher; Room 23, 4th Floor, White Memorial Bldg., Syracuse, N. Y., Phone Syracuse 6-0510, R. D. Griffiths.

PRODUCTS: Variable condensers, push button devices, record changers, loud speakers.

General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707

President .....Morris Perlman
Chief Engineer.....Lester Lindgren
Purchasing Agent.....Ernest Neustadter
Sales Mgr.....L. Tenenberg

PRODUCTS: Coil Forms, Sockets, Fabricators of Laminated Phenolic Materials.

General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 4400

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Export Mgr.....C. E. Hills, Jr
Chief Engineer.....M. Eastham

BRANCH OFFICES: Key cities

PRODUCTS: Precision radio and electronic laboratory and testing instruments.

The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.
Phone: Van Buren 6300

President.....W. J. Halligan
Exec. Vice-President.....R. W. Durst
Secretary-Treasurer.....J. J. Frendreis
Sales Manager.....R. J. Sherwood
Asst. Sec.-Purch. Agent.....E. J. Corcoran
Assistant Treasurer.....M. P. Heinz
Sales Mgr.....R. J. Sherwood
Asst. Sales Mgr.....C. A. Wiot
Sales Prom. Mgr.....C. Shapiro
Adm. Asst.....R. L. Russell
Vice-President.....L. L. Kelsey
Works Supt.....G. H. Hartley

PRODUCTS: Mfrs. of Radio & Electronic Equipment.

The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
Secretary-Comptroller.....E. A. Wittmer
Chief Engr.....E. A. Leach

PRODUCTS: Manufacturers of precision communications equipment.

Hartenstine Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Gen.-Mgr. .....Chas. J. Hartenstine

BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J. Phone, Orange 4-6054. M. A. Hartenstine.

PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and

painting radio towers; installing ground system for AM Broadcasting and all types of antennae and accessories for FM Stations; Maintenance of radio towers, obstruction lighting equipment and FM antennae.

Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: Trowbridge 2800

President.....Frank Lyman, Jr.
Asst. to Pres.....David T. Ferrier
Clerk of Corp.....Ronald W. Martin
Chief Engineer.....Bernard J. Cosman
Purchasing Agent.....Frank Waterhouse
Comptroller.....Gordon C. Genthner
Prod. Mgr.....George Tompkins
Personnel Dept.....Mary Rizzitano

PRODUCTS: Signal Generators, Power Supplies, Galvascopes, Two-way Radio Communication equipment, FM Studio Broadcast Receivers, FM Station Transmitters, Transmitters for Experimental and Commercial Use.

Hazeltine Electronics Corp.

1775 Broadway, New York 19, N. Y.
Phone: COlumbus 5-0791

President.....W. A. MacDonald
Exec. Vice Pres.....W. H. Grimditch
Vice Pres.....Laurence B. Dodds
Vice Pres.....Jack Binns
Vice Pres.....Fielding Robinson
Vice Pres.....Comm. Jennings B. Dow
Treasurer.....John D. Grayson
Secretary.....Paul Armitage
Dir. of Eng.....Arthur V. Loughren

BRANCH OFFICE: 58-25 Little Neck Parkway, Little Neck, N. Y., Phone, Flushing 7-0300, W. A. MacDonald.

PRODUCTS: Radar, Communication and Navigation electronic equipment.

Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

President.....George K. Haydu
Chief Engineer.....Zoltan Haydu
Sales Mgr.....Al Fleichmann

PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: Prospect 3446

President.....H. L. Hoffman
Vice President.....W. D. Douglas
Secretary-Treasurer.....R. A. Yarcho
Sales Manager.....R. J. McNeely
Comptroller.....C. E. Underwood
Works Manager.....E. F. Gertsch
Purchasing Agent.....S. L. Spraggins
Surplus Manager.....B. L. Fuller

BRANCH OFFICE: Merchandise Mart, 1355 Market St., San Francisco, Calif., Walter J. Epstein.

PRODUCTS: Radios, Radio-Phonographs, Home recording (Musicord), Wire recording (Wirecord).

Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Sales & Export Mgr.....J. M. Muniz
Sales Mgr.....Howard C. Briggs
Chief Engineer.....W. James

PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

Hytron Radio & Electronics Corp.

76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Vice-Pres.....Edgar M. Batchelder
Chairman of Board-Treas....Lloyd H. Coffin
Sales Manager.....John Q. Adams
Chief Engineer.....C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Mgr.....W. L. Urquhart
Advertising Manager.....Harry G. Burnett

BRANCH OFFICES: 432 Fourth Ave., New York 16, N. Y., Phone, MUrray Hill 4-4178, Everett B. Boise, Commercial Engr.; 4000 West North Ave., Chicago 39, Ill., Phone, Capitol 6500, Donald G. Haines, Commercial Engr.; 11 West 42nd St., New York, N. Y., Phone, PEnnsylvania 6-2980, W. L. Urquhart.

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRAnklin 1114

President.....A. D. Plamondon, Jr.
Vice-Pres.....G. P. Smith
Sales Mgr.....R. F. Smith
Gen. Mgr. Mfg.....D. D. Cleghorn

BRANCH OFFICES: Key cities.

PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunife, Indalloy, Vectolite, Silmanal, Cobalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux.

Insuline Corp. of America

36-02 35th Ave., Long Island City 1, N. Y.
Phone AStoria 8-3738

President.....S. I. Spector
Sales Manager.....Bernard L. Cahn
Secretary.....A. S. Spector
Adv. Manager.....A. S. Chambers
Supt.....F. Henneke
Purchasing Agent.....H. Weston

Design Engineer.....V. Harkavy
Personnel Dir.....C. Horwitz
Chief Engineer.....John Donato
BRANCH OFFICES: 600 S. Michigan Ave., Chicago 5, Ill., Leroy Beier; 942 Maple Ave., Los Angeles 15, Calif., E. Colman; 154 Nassau St., New York, N. Y., I. C. A. Export.

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radio Noise Suppressors.

International Electronic Corp.

1422 Circle Tower Bldg., Indianapolis, Ind.
Phone: FRanklin 6866

President.....William W. Garstang
Vice-President.....Donald L. Hings
Secretary .....George Woodling
BRANCH OFFICE: 281 N. Howard Ave., Vancouver, B. C., Donald L. Hings, Vice-Pres.

PRODUCTS: Static Free Radio Receivers, Fixed Frequency Receivers, Engineering Services.

International Detrola Corporation

Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

V.P. & Gen. Mgr.....G. A. Bodem
Sales Mgr. Home Radios...Harley R. Wall
Dir. of Purchases.....G. H. Funk
Dir. of Engineering.....R. M. Daugherty
Asst. Secty-Asst. Treas.....R. P. Schmelzer
Service Manager.....K. L. Granger

PRODUCTS: Receivers: Electric—Compact, table, portable, console; Battery—Automobile, portable, portable AC-DC, table, console; Combinations—Radio-Phonograph, radio — phonograph — recorder; Frequency Modulation—Table, console, FM-AM table, FM-AM console; record players and automatic record changers.

International Detrola Corporation Caswell-Runyan Division Huntington, Indiana

General Manager.....Adolph H. Schenkel
Sales Mgr.....Fred Tower

PRODUCTS: Radio cabinets.

International Resistance Co.

401 N Broad St., Phila. 8, Pa.
Phone: Walnut 2-2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres. Research.....Jesse Marsten
Chief Eng.....William H. Knowles, Jr.

PRODUCTS: Fixed and variable resistors.

J. F. D. Manufacturing Co., Inc.

4107 Fort Hamilton Parkway,
Brooklyn 19, N. Y.
Phone: GEdney 8-3100

President.....Julius Finkel
Vice-President .....Albert Finkel
Secty. .....Edward Finkel
Advertising Mgr.....Bernard Bonder
Development Engr.....Albert Friedman
Production Engineer.....M. Director
Factory Foreman.....O. Maltzman

PRODUCTS: Key hex wrenches, Bristo spline wrenches, plugs, male; female; AC-DC —Continental and Domestic Test Leads, Test Prod, Phono Needles, Grille Cloth, Dial Pointers, Steel Rule and Wire Gauge, Line Cords—Resistance Cords; AC Service Cords, "Sockette" Radio Tube Adapters, Exact Duplicate Ballast Tubes, Phosphor Bronze Dial Cable, Battery Adapter Harnesses, Adjustable Ballast Tubes, Resistance Cord Adapters, Phono Adapter Switches, Microphone Connectors, Midget Jacks & Plugs, Toggle Switches, Auto Condensers, Speaker Cement, Antennae Loop, Auto Antennaes, Battery Plug, Tube Shields, Radio Wire, Suppressors, Dial Belts, Dial Cord.

The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President-Sales Manager....Paul F. Jackson
Chief Engineer.....Robert Apple

PRODUCTS: Test equipment.

Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone: MANsfield 7161

President.....J. C. Daley
Exec. Vice-Pres.....Alfred E. Tregenza
Vice-President.....J. M. Bennan
Vice-President.....R. A. Hoagland
V.-P., Engineer.....L. Mauerer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: Portsmouth 7600

President.....Thomas A. White
Vice-Pres.-Chief Engr.....Hugh S. Knowles
Purchasing Agent.....George H. Turner
Credit Mgr.....H. E. Venner
Ind. Rel. Mgr. .....L. J. Emerson
Advertising Manager.....Bayard H. Clark

PRODUCTS: Loudspeakers, reproducers.

Johns-Manville

22 East 40th St., New York 16, N. Y.
Phone LExington 2-7600

Chairman of the Board.....Lewis H. Brown
President.....R. W. Lea
V.P. & Asst. to Ch. of the Board.....J. P. Syme
V.P. (Relationships).....L. C. Hart
V.P. (Finance).....Alvin Brown
V.P. (Production).....A. R. Fisher
V.P. (Sales).....L. M. Cassidy
V.P. (Research).....C. R. Rassweiler
Treasurer .....Roger Hackney
Secretary .....Vandiver Brown

BRANCH OFFICES: All key cities

PRODUCTS: Acoustical Materials.

Kenyon Transformer Co., Inc.

840 Barry St., Bronx 59, N. Y.
Phone DAyton 9-0100

President.....Franklin P. Kenyon
Vice-President.....Richard B. Shimer

PRODUCTS: Electrical transformers, Reactors, Wave filters.

Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

Kimble Glass
Division of Owen-Illinois Glass Co.

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio
Phone: Main 7131

Vice President and General Manager.....H. K. Kimble
Vice President and General Sales Manager.....S. J. McGiveran
Mgr., Industrial and Electronics Division .....R. W. Rogers
Mgr., Sales Promotion Division .....Harlan Hobbs

PRODUCTS: Cathode Ray Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing.

King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. .....W. R. MacLeod
Secy. .....Barbara H. King

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

Kings Electronics Co., Inc.

372 Classon Avenue, Brooklyn 5, New York.
Main 2-2086

President.....M. R. Weissman
Vice Pres. & Sales Mgr.....J. H. Robinson
Chief Engineer.....Lou Hoffer
Credit Manager.....M. R. Weissman
Purchasing Agent.....M. Glick
Advertising Manager.....J. H. Robinson
Industrial Relations Mgr.....Lou Hoffer
Export Manager.....J. H. Robinson
Service Manager.....Lou Hoffer

PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment. Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

Kludge Electronics Co.

1913 Montrose St., Los Angeles 26, Calif.
Phone: Fairfax 4587

President-Chief Engineer Myron E. Kludge
Vice-President.....George R. Maury
Sect.-Treas.....Edward C. Bickhart, Jr.

PRODUCTS: Radio Broadcast Equipment, FM Receivers and Converters, Electronic Photoflash Equipment.

Langevin Manufacturing Corp.

460 West 34 St., New York 1, N. Y.
Phone: LO 3-2500

President.....Carl C. Langevin
Sales Manager.....J. Martinez
Sales Promotion Manager.....H. Harkavy

PRODUCTS: Speech input equipment and audio amplifying facilities, rectifiers, transformers.

Lapp Insulator Co., Inc.

Le Roy, N. Y.
Phone Le Roy 385

President.....J. S. Lapp
Sales Manager.....Brent Mills
Chief Engineer.....Ralph L. Jenner

PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lear, Inc.

110 Ionia Ave., N. W., Grand Rapids 2, Mich.
Phone: 6-9651

President.....William P. Lear
Vice President.....R. M. Mock
Vice President.....E. R. Crane
Secretary & Treasurer.....L. R. Raemer
Sales Manager, Radio & Recorder Division.....A. W. Korb
Merchandising Manager, Home Radio & Wire Recorders.....Nate Hast
Sales & Field Service Manager, Aircraft Radio.....H. J. Hamm
Chief Engineer, Research & Development.....R. G. Leitner
Aircraft Radio Division.....Earl Evans
New York, Export Manager.....L. Gelin

BRANCH OFFICES: 1860 Broadway, New York, N. Y., Phone, Circle 6-5665, Executive-

in-Charge, C. W. Willis; 11916 W. Pico Blvd., Los Angeles 34, Calif., Phone, Arizona 9-7765, Executive-in-Charge, B. Adams; 666 N. Lake Shore Drive, Chicago, Ill., Phone, Whitehall 6290.

PRODUCTS: Receivers: Battery-table, Portable, Portable AC-DC; Electric—AM Table, AM Portable, AM Console, AM-FM Console; Combinations—Radio-Phonographs; Record Players; Aircraft Receivers and Transmitters, Automatic Radio Compass; Antenna Reels; Magnetic Wire and Tape Recording; Variable Condensers; Record Changers.

Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

BRANCH OFFICES: In all principal cities.

PRODUCTS: Vertical Radiators, Antenna Towers and Masts. Supporting Towers for FM and Television.

John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent..George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlett Laboratories, Inc.

1063 Hope Street, Stamford, Conn.
Phone: 4-5781

President.....R. R. Machlett
Vice-President.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice President.....H. J. Hoffman
Vice President.....J. W. Skehan
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Export Mgr.....A. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

The Magnavox Company

2131 Bueter Rd., Fort Wayne 4, Indiana
Phone: Anthony 5474

President & Treasurer..Richard A. O'Connor
Executive Vice-President....Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-Phonograph Division....R. H. Dreisbach
Sales Manager—Components Div.
Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: 33

President.....John S. Meck
Secty. & Controller.....Russell G. Eggo
Treasurer.....G. F. Meck
Prod. Mgr.....R. C. Freytag
Factory Mgr.....Chas. E. Palmer
Purchasing Agt.....J. L. Jones

BRANCH OFFICE: 35 E. Wacker Dr., Chicago, Ill., Phone, And. 3550.

PRODUCTS: Radios, radio-phonograph combinations, phonographs, transmitters, amplifiers, FM converters, etc.

Meissner Mfgr. Division Maguire Industries, Inc.

Bellmont & Seventh Sts., Mt. Carmel, Illinois
President.....Russell Maguire
Phone: 733

Sales Manager.....W. M. Attkins
Prod. Manager.....Fred Lester
Chief Engineer.....W. J. Harrison
Credit Mgr.....C. B. Rafferty
Purchasing Agent.....J. C. Hershman

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment.

Majestic Radio & Television Corp.

900 No. State St., Elgin, Ill.
Phones:
(Chicago Exchange) EST. 6900
(Elgin Exchange) 8300

President.....E. A. Tracey
Vice-President.....Parker H. Ericksen
Chief Engineer.....E. B. Passow
Sales Manager.....A. J. Lindholm

PRODUCTS: Home receivers; table model radios; table model radio-phonographs; radio-phonograph consoles, AM and FM.

Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Sales Mgr.....Nelson C. Doland, Jr.

Credit Mgr.....Robert Meyer
Advertising Mgr.....Edgar M. Weed

BRANCH OFFICES: Key cities.

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone GRamercy 5-9466

President.....Dr. R. Byrne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.
Chief Engr.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns

PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers, Continuous Recorders & Reproducers, Tape Recorders & Reproducers, Automatic Recorders and Reproducers, Permanent Recorders and Reproducers, Reference Recorders, Conference Recorders, Telephone Recorders, Interview Recorders, Telemike — Induction Units for listening to or recording two-way Telephone Conversations.

James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.
Phone Malden 4108-09

Advertising Manager.....James Millen
Sales & Engr. Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George H. Pike
President .....James Millen
Export Manager.....Carl Lohman Janik

PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

Miller Manufacturing Company

Glen Cove, New York.
Phone Glen Cove 2796

Proprietor.....Thomas F. Miller
Sales Manager.....Henry J. Smith
Chief Engineer.....Joseph Picarelli
Credit Manager.....Henry W. Anderson
Purchasing Agent.....Harold Large

PRODUCTS: Broad Band Antennas, Receiving and Transmitting.

Mirror Record Corp.

1133 Broadway, New York 10, N. Y.
Phone CH 3-2222

Pres. & Treas.....Paul K. Trautwein
Chief Engr.....R. V. Hough

PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.
Phone Spaulding 6500

President.....Paul V. Galvin
Vice Pres. in Charge of Automotive Division.....Elmer H. Wavering
Vice Pres. in Charge of Home Products Division.....Walter H. Stellner
Vice Pres. in Charge of Communications & Electronics Division.....D. E. Noble
Sales Manager.....Wm. H. Kelley
Chief Engineer.....Donald H. Mitchell
Treasurer.....George R. MacDonald
Vice Pres. in Charge of Purchasing Frank J. O'Brien
Credit Manager.....Henry Kleinhans
Purchasing Agent.....Carl Zehnle
Advertising Manager.....Victor A. Irvine
Personnel Manager.....George Lambert
Export Manager.....Carl M. Wynne
Service Manager.....A. T. Alexander

PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players. Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: Wabash 8800

President-Treasurer.....Leslie F. Muter
V.P.-Credit Manager.....A. A. Dailey
Sales Mgr.-Vice-President.....Paul J. Pfohl
Sales Mgr.-Vice-Pres.....K. E. Follefson
Purchasing Agent.....A. R. Campbell

PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spira shields, antenna loops, I. F. and R. F. transformers.

National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000

President.....A. V. Wilkes
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-Presidents.....C. O. Kleinsmith, H. M. Warren
General Sales Mgr.....R. P. Bergan
Mgr. Battery Eng. Dept.....W. H. Fritz

PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 colt receivers.

National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: Orange 3-9420

President .....K. C. Meinken
Vice President.....G. A. Bodem
Treasurer .....W. H. Carey
Secretary .....J. V. Deevy
Credit Manager.....H. A. Pope
Advertising Manager.....E. J. Maginot

PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey
Phone Phillipsburg 5-1188

President .....Z. Burzycki
Sales Manager.....T. B. Armstrong
Chief Engineer.....E. D. Belanger
Credit Manager.....Miss R. Seligson
Purchasing Agent.....C. Seefer
Plant Manager.....J. B. Schaefer

PRODUCTS: Transformers and Reactors for Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

Olimpic Radio & Television Inc.

3401 38th Ave., Long Island City, N. Y.
Phone: Stillwell 4-6961

President.....A. A. Juviler
Exec. Vice-President.....P. L. Schoenen
Vice-Pres.-Treasurer .....M. Sobin
Director of Sales.....Al Friedman
Purchasing Engineer.....W. Hegyi
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATLantic 6161

President.....John A. Proctor
Credit Manager.....David E. Davis
Service Manager.....Myrl J. Knapp
Chief Engineer.....Fred Nette

PRODUCTS: Radio speakers, output and line transformers.

Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

President.....Herbert A. Bell
Ex. V.P. & Gen. Mgr.....H. D. Thomas, Jr.
V.P. Chg. Eastern Sales.....J. M. Spain
V.P. Chg. Western Sales...W. Lowell Wood
Sales Manager.....F. E. Ware
Purchasing Agent.....A. T. Baxter
Plant Manager.....C. E. Davies
Personnel Director.....A. S. White, Jr.
Sec.-Treas.-Comptroller.....L. R. Day
Chief Engr.....R. H. Freck

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEBraska 4-5100

Chairman of the Board.....Larry E. Gubb
President.....John Ballantyne
Exec. V.P.....Wm. Balderston
V.P., Charge of Merchandising.....James H. Carmine
V.P., Charge of Radio Production.....Joseph H. Gillies
V.P., Charge of Home Radio Division.....Larry F. Hardy
V.P., Charge of Service Division.....Robert F. Herr
V.P., Charge of Sales...Thomas A. Kennally
V.P., Charge of Research & Engr. .....David B. Smith
Treasurer.....William R. Wilson

BRANCH OFFICES: Key cities.

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

Philharmonic Radio Corp.

119 West 57 St., New York 19, N. Y.
Phone: Circle 7-0449

President .....B. Lippin
Vice-President .....B. Bernardi

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

PRODUCTS: FM-AM radio-phonographs, FM-AM receiving sets, television sets, airborne radar equipment, radio transmitters, test equipment, synchroscopes, square-wave generators, underwater sound equipment, two-band high sensitivity portable receivers, cathode ray equipment, monitor and control equipment.

Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

President.....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: Stillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works.....J. Benjamin
Sales Manager.....Sidney Surin
Purchasing Agent.....Eliot Schwartzman
Export Sales Manager.....E. L. Hall

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

Press Wireless Mfg. Corp.

Cantiague Rd., Hicksville, L. I., N. Y.
Phone: Hicksville 988

President.....A. Warren Norton
Gen. Mgr.....Carl W. Sundberg
Treasurer.....James Humphry, Jr.
Factory Manager.....M. G. Himmel
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diversity receiving equipment,, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

Presto Recording Corp.

242 W. 55th St., New York 19, N. Y.
Phone: CIrcle 5-7760

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer.....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

BRANCH OFFICES: Key cities.

PRODUCTS: Stationary and portable sound recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing stylii, Gear driven turntables and recorders.

Radio Condenser Co.

Davis & Copewood Sts., Camden, N. J.
Phone: Camden 4-7300

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
Vice-President.....Russell E. Cramer, Jr.
Sales Manager.....William J. May
Factory Managers.....Charles F. Molzen, F. A. Cowgill
Treasurer.....William W. Paul
Chief Engr.....J. S. Robb
Dir. Labor Rel.....J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

RCA Victor Division
Radio Corp. of America

Front & Cooper Streets
Camden, New Jersey
Phone: Camden 4-8000

Executive Vice President...Frank M. Folsom
Vice President and General Manager.....J. G. Wilson
Vice President in Charge Law and Finance.....J. H. McConnell
Vice President in Charge Operations .....F. D. Wilson
Director of Public Relations.....J. K. West
Vice President and Director of Engineering Dept.....D. F. Schmit
General Manager, Consumer Custom Products Dept.....H. H. Higginson
President, RCA Service Co., Inc. .....E. C. Cahill
General Manager, Educational Sales Department.....W. H. Knowles
Director of Distribution Department .....H. M. Winters
President, RCA Victor Distributing Corporation .....W. M. Norton
Director, Materials Dept...V. deP. Goubeau
Vice President in Charge Home Instruments Dept.....J. B. Elliott
Chief, Engineer, Home Instrument Department .....D. D. Cole
General Sales Manager, Home Instrument Department.....H. G. Baker
Vice President in Charge Record Department .....J. W. Murray
General Sales Manager, Record Department .....D. J. Finn
Chief Engineer, Record Dept...H. I. Reiskind
Vice Pres. and Acting Gen. Sales Mgr. in Chg. Tube Dept.....L. W. Teegarden
Chief Engineer, Tube Dept Dr. G. R. Shaw
Vice President in Charge Engineering Products Department.....W W. Watts
General Sales Manager, Engineering Products Department.....T. A. Smith

Chief Engineer, Engineering Products Department .....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenckert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs, Wire Recorders.

Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.
Vice-Pres.....Frank A. Gunther
Secretary .....Joseph Behr
Chief Engineer.....Malbon H. Jennings
Mgr. Engrs.-Plant Manager....James R. Day
Director of Purchases.....Joseph Behr
Mgr. of Sales.....C. R. Runyon, III
Service Mgr.....Joseph Toman

BRANCH OFFICES: Key cities.

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment.

Raytheon Manufacturing Co.

Waltham 54, Mass.

President.....Laurence K. Marshall
Exec. V.P.....Charles F. Adams, Jr.
Comm. Products Div. Sales Mgr. .....William A. Gray
Product Mgr., B'cast. Equip.....R. K. Dixon
Adv. Mgr.....John S. Spargo
Vice-Pres.-Treas.....David T. Schultz
Vice-President.....Ray C. Ellis

BROADCAST EQUIPMENT REPRESENTATIVES: Key cities.

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

Rek-O-Kut Company

38-01 Queens Boulevard, Long Island City 1, New York.
Phone: Stillwell 4-7853

Partner .....George Silber
Sales Manager.....George Silber
General Manager.....S. Simonson
Credit Manager.....A. Friedman
Advertising Manager.....Alex Rothschild
Export Agents.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Pick-ups, Meters, Transformers.

Scott Radio Laboratories, Inc.

4541 N. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 5172

President.....H. S. Darr
Exec. Vice Pres.....F. D. Beiser
Vice Pres., Sales Manager and Advertising Manager.....J. C. Elliff
Chief Engineer.....W. F. Cotter
Comptroller.....P. B. Schuecking
Purchasing Agent and Production Manager R. E. Strand
Export Manager.....M. A. Lachenmann
Service Manager.....J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois
Phone: University 2400

President.....E. Alschular
Vice-President.....M. D. Block
Production Manager.....I. J. Jacobsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....P. O. Krumm

Secretary .....C. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

Sherron Electronics Company (Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.
Phone: Evergreen 7-2820

President.....P. H. Sherron
Director of Purchases.....M. C. Turner
Chief Engineer.....M. V. Barasch
Sales Engineer.....E. P. Alisch
Director of Television.....P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

Sonora Radio & Television Corp.

77 W. Washington St., Chicago 2, Ill.
Phone: Cen. 3614

President .....Joseph Gerl
V. P.—Charge Sales.....Edward Harris
Credit Manager.....Ray Shadley
Ind. Rel. Manager.....Ben Freund
Chief Engineer.....Don Fetterman
Advertising Mgr.....Herbert S. Hall
Recording Director.....Marie Ruebens

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234

President .....Allen Shoup
Vice Pres. & Sales Mgr....K. M. R. Gaarder
Ass't Sales Mgr.....Geo. K. McMillen
Chief Engineer.....Rudolph A. Bierwirth
Credit Manager.....Henry E. Watkins
Purchasing Agent.....Ernest Teasley
Advertising Managers....K. M. R. Gaarder, George K. McMillen
Industrial Relations Mgr.....P. R. Willmarth
Export Managers.....K. M. R. Gaarder, George K. McMillen
Service Managers.....K. M. R. Gaarder, George K. McMillen

PRODUCTS: Electronic and Sound Equipment. Specialty Amplifiers of all types.

Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 6000

President.....J. S. Knowlson
Exec. Vice-President.....F. A. Hiter
Sales Mgr. Radio Dept.....F. D. Masters
Service Manager.....N. J. Cooper
Chief Engineer.....S. C. Kolanowski
Supt. Radio Prod.....H. Gillig

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.
Phone: Culver 0260

President.....Ray H. Manson
Vice-President-General Mgr...Lee McCanne
Vice-President Chg. Sales..Lloyd L. Spencer
Vice-President—Engineering and Research.....Frederic C. Young
Sales Mgr. Radio-Tele.....C. J. Hunt
Mgr. Sound Equip Div.....A. G. Schifino
Credit Manager.....Charles W. Pritchard
Treasurer .....Wilbur W. Hetzel

BRANCH OFFICES: Key cities.

PRODUCTS: Communications equipment, including radio, television, telephone, sound equipment and wire recording equipment.

Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone: WIsconsin 7-9500

Ch. of Bd.....W. E. Poor
Executive Vice-President, Sales.....D. G. Mitchell
Vice-President .....M. F. Balcom
Vice-President.....R. H. Bishop
Vice-President.....C. P. Boggs
Vice-President.....H. Ward Zimmer
Secretary.....J. S. Learoyd
General Sales Mgr., Radio Div...C. W. Shaw
Advertising Mgr. Radio Division.....T. P. Cunningham

BRANCH OFFICES: Key cities.

PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Teletone Radio Co.

609 W. 51st St., New York 19, N. Y.
Phone: Circle 6-4325

President.....S. W. Gross
V. P., Dir. Sales & Adv.....John S. Mills
Chief Engineer.....B. Singer

PRODUCTS: Table model radios, table model radio-phono combinations.

Television Associates, Inc.

190 N. State St., Chicago 1, Ill.
Phone: State 9222

President.....C. Collette
Vice-President .....W. Woolridge
Secretary-Treasurer.....E. C. Upton
National Sales.....Keith Kiggins
Chicago Sales.....Ann Drobena
Michigan City Sales.....Felice Kerrigan

BRANCH OFFICES: 527 Lexington Ave., New York City, Phone, EL 5-2455, Keith Kiggins; Michigan Street, Michigan City, Ind., Phone, 3655, Felice Kerrigan.

PRODUCTS: Tele-Lites, Kaleidopters, Television Studio Lighting Equipment, Television Relay Equipment, Gadgets for special effect television studio work, Titles for television, production, scripts, etc. for television, Dealers in RCA, G.E., DuMont, Crosley, UST television receivers.

Telicon Corp.

851 Madison Ave., New York 21, N. Y.
Phone: Butterfield 8-1900

President.....Solomon Sagall
Sales Manager.....W. R. Rich
Chief Engineer.....S. Shottenfeld
Credit Manager.....M. Barish
Purchasing Agent.....I. Hecht

PRODUCTS: AM & FM broadcast receivers, television receivers, intra-video systems, television receiving antenna, quartz crystals.

Templetone Radio Mfg. Corp.

100 Garfield Ave., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Exec. Vice-President.....Eli Dane
Chief Engineer.....Edward Jahns
Credit Manager.....Samuel Fleder
Works Manager.....Louis Friedman
Purchasing Agent.....M. A. Gardner

PRODUCTS: Radios and electronic test equipment, receivers, television receivers, record players, combinations.

Transmitter Equipment Mfg. Co., Inc.

345 Hudson Street, New York 14, New York.
Phone: Worth 4-7305

President.....Morton B. Kahn
Sales Manager.....George F. Coleman, Jr.
Vice Pres. in Charge of Eng....Ben Adler
Chief Engineer.....Jules Cardon
Credit Manager.....Edna J. Nagler
Purchasing Agent.....Frank C. Botscheller
Advertising Manager....Leonard Newsteder
Industrial Relations Mgr.....E. E. Horrocks
Export Manager.....Arthur Rocke
Service Manager.....Joseph Malin

PRODUCTS: Receivers: Facsimile, Marine, Police, Emergency Service, Taxicabs Trucks and Busses, Walkie-Talkie. Transmitters: Standard Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Aviation, Police, Emergency Services, Fecsimile, Amateur.

United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: CIrcle 6-4255

President .....Hamilton Hoge
Vice-President & Treas.....John Hoge
Vice Pres. in Charge of Sales.....F. H. Hoge, Jr.
Chief Engineer.....Antony Wright
Comptroller.....I. T. Kitzmiller
Sales Manager.....Wm. Higgins
Production Mgr.....Frank Day
Purchasing Agent.....Percy Saunderson
Service Manager.....Thomas Jefferson

BRANCH OFFICES: 2609 24th, N.W., Washington, D. C., Shelby York: 80 W. Jersey, Elizabeth, N. J., L. R. Fisher; 7755 Beverly Blvd., Los Angeles, Calif., Richard Olsen; 351 E. Ohio St., Chicago, Ill., H. Jess Rodnick.

PRODUCTS: 30 x 22½ & 25 x 19 Projection Tel. Rec., 10″ & 15″ Direct View Receiver, Sweep Generators.

Universal Microphone Co.

424 Warren Lane, Inglewood, Calif.
Phone: ORegon 82148

General Manager.....James L. Fouch
Purchasing Agent.....William C. Koenig
Plant Engineer.....Robert L. Griffin

BRANCH OFFICES: Stanley Wallace, Lutz (Tampa), Fla.; E. C. Edwards Sales Agency, 504 Erie Bldg., Cleveland, O.; L. G. Cushing Company, 664 No. Michigan Ave., Chicago 11, Ill.; Don R. Lewis, Box 512, Salt Lake City, Utah; Jas. J. Backer, 2321 Second Ave., Seattle, Wash.; R. W. Farris Company, 406 W. 34th St., Kansas City, Mo.; Mil Klicpera, Box 3113, Houston, Tex.; Robert Milsk, 642 Beaubien Ave., Kerr Bldg., Detroit, Mich.; Al Leban, 5716 Nassau Road, Philadelphia, Pa.; Bursell & Chermak, 2233 University Ave., St. Paul, Minn.; S. H. Cohn Sales Co., 282 W. Santa Barbara, Los Angeles, Calif.; Jack Weber Associates, 210 East 40th St., New York 16, N. Y.; Irving I. Kahn. Kahn & Company, 3324 Main St., Hartford. Conn.

Foreign Division: 301 Clay St., San Francisco 11, Calif.

Canadian Division: 560 King St., W. Toronto 1, Canada.

Utah Radio Products Division of Int'l. Detrola Corp.

1123 E. Franklin, Huntington, Ind.
Phone: 3100

General Mgr.....P. H. Heckendorn
Controller.....E. V. Norfleet

Sales Manager, Mfg. Division....Fred Tower
Sales Manager, Jobber
Division .....Hugo Sundberg
Credit Mgr.....O. C. Will
Purchasing Agent.....Raymond Schutz
Production Supt.....Carl John
PRODUCTS: Radio Loud Speakers.

Western Electric Co., Inc.

(Radio Division)
120 Broadway, New York 5, N. Y.
Phone COrtland 7-7700

Vice-Pres.....F. R. Lack
Manager—Distributor Sales....S. P. Taylor
Manager, Broadcast Sales..J. H. Ganzenhuber
Manager, Sound Systems &
Communications.....E. M. Hall
Manager, Electronic Products
Sales.....H. D. Wilson
PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, microphones and accessories, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, and mountings, sound and vibration measuring equipment, aviation, marine, police radio transmitters and receivers, vehicular equipment, single sideband and point-to-point radiotelephone equipment, carrier telephone and train dispatching equipment, telephone apparatus, cable and wire, thermistors, varistors and carbon resistors, germanium and silicon, vacuum relays, crystals, fastax cameras, field engineering services.

Westinghouse Electric Corp.

Industrial Electronics Division
3601 Washington Blvd., Baltimore 3, Md.
Phone: Edmondson 2300
Home Radio Division
Front Street and Susquehanna Ave.,
Sunbury, Pa.
Phone: Sunbury 2520
Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: Bloomfield 2-2200

President.....Gwilym A. Price
Vice-President .....Walter Evans
Mgr., Industrial Electronics
Div.....C. J. Burnside
Sales Mgr., Ind. Elect. Div.....C. W. Miller
Engr. Mgr., Ind. Elect. Div....R. N. Harmon
Purchasing Agent, Ind. Elect.
Div.....L. W. Willey
Manager, Home Radio Div.....F. M. Sloan
Asst. Mgr., Home Radio Div..H. W. Schaefer
Purchasing Agent, Home
Radio Div.....W. M. Anderson
Vice-President, Lamp Div.....R. C. Stuart
Sales Mgr., Electronic Tubes.....A. Frankel
Engr. Mgr., Electronic Tubes..D. D. Knowles
Purchasing Agent,
Lamp Div.....Frederick C. Esser
DISTRICT OFFICES: Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; New York, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; San Francisco, Calif.; Washington, D. C.
BRANCH OFFICES: In all principal cities.
PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700

President.....Earl R. Mellen
General Sales Manager....Harold L. Olesen
Vice Pres. & Chief Engr.....John H. Miller
Credit Manager.....B. E. Arthur
Purchasing Agent.....George T. Deaney
Advertising Manager.....Phil Barnes
Industrial Relations Mgr.....James J. Hagan
Export Manager.....John H. Purcell
Service Manager.....Charles W. Biswanger
PRODUCTS: Electrical Indicating Instruments Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

Wheeler Laboratories, Inc.

259-09 Northern Blvd., Great Neck, N. Y.
Phone: Imperial 645

President.....Harold A. Wheeler
Secretary .....E. Leonhardt
PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

Zenith Radio Corp.

6001 Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7500

President.....E. F. McDonald, Jr.
Exec. Vice Pres.....Hugh Robertson
V. P. Chg. Engineering.....G. E. Gustafson
V. P. Dir. of Sales.....H. C. Bonfig
Credit Manager.....Sam Kaplan
Purchasing Agent.....J. E. Anderson
Sales Promotion Manager.....D. H. Grigsby
Personnel Manager.....George Ergang
Service Manager.....Frank Smolek
Advertising Manager.....W. E. Mache
Sales Manager Export.....E. E. Loucks
BRANCH OFFICES: All principal cities.
PRODUCTS: Household radio receivers; radio-phonograph combinations; FM radio receivers; radionic hearing aids; automobile radio receivers.

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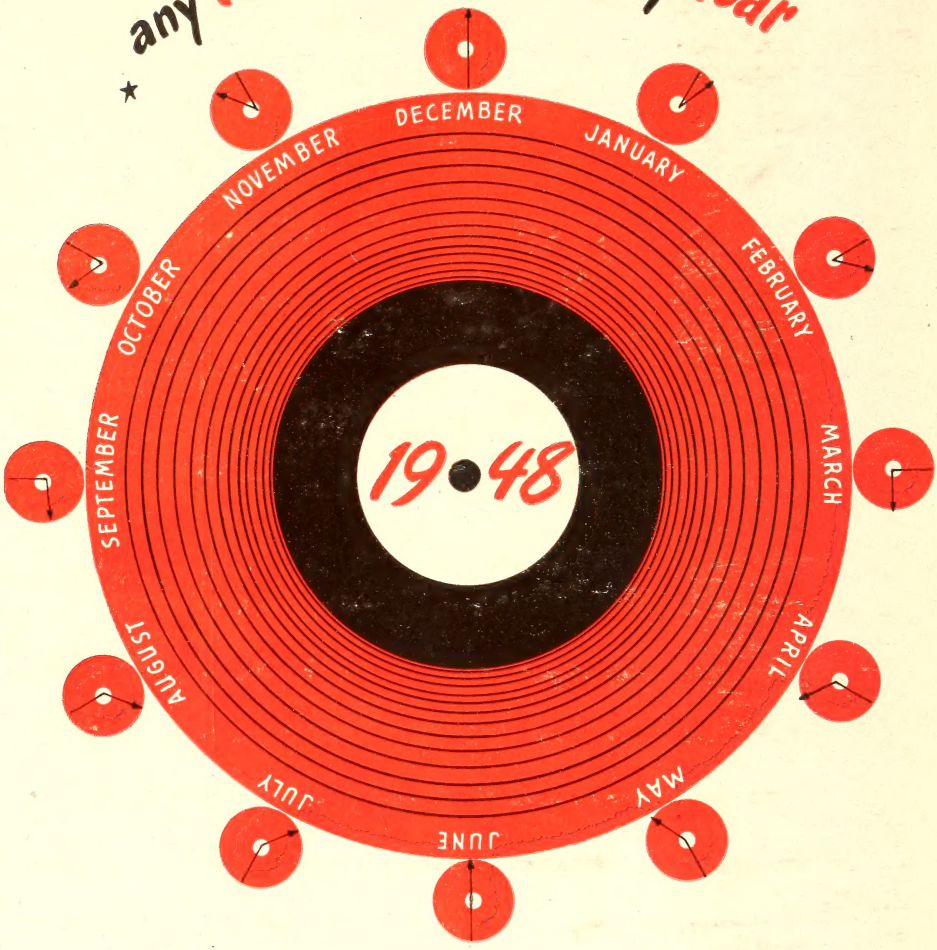

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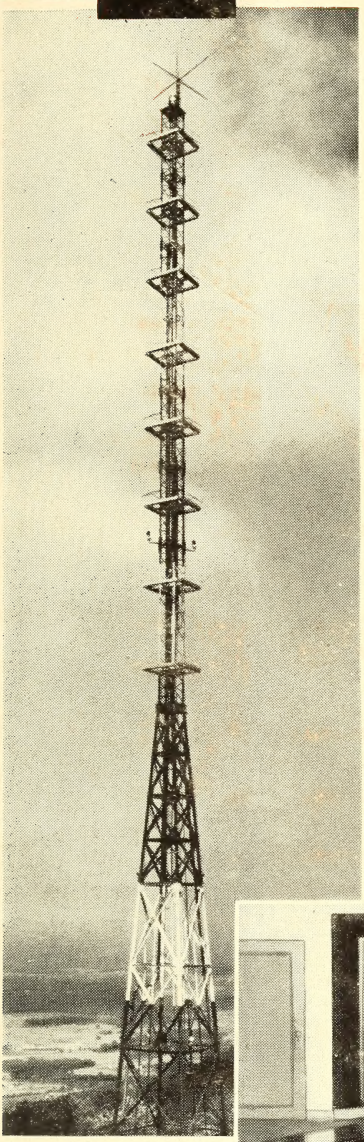

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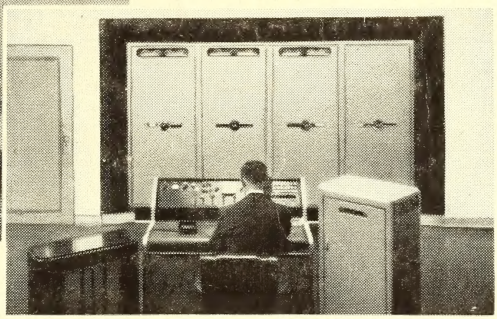

With this Federal 8-Element Square-Loop Antenna, now on the air at Station WMRC-FM, Greenville, South Carolina, listeners more than 200 miles away — including cities in 6 different states—report excellent reception. Lower photo shows WMRC's transmitter room, with Federal 10-Kw transmitter, console, monitor speaker and power supply.

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